PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVI.

NEW YORK, JULY 11, 1906.

No. 2.

IF YOU ARE A GENERAL ADVERTISER and have anything to sell that is used by women or in the home, you cannot afford to overlook

THE WOMAN'S MAGAZINE

OF ST. LOUIS

which represents the purchasing power of "OVER" 1,500,000 American Homes. This publication enjoys the supreme confidence of its readers, because it accepts only reliable advertisements and protects its subscribers in dealing with its advertisers by agreeing to make good in dollars and cents any loss they may suffer. Think of the tremendous selling power of a publication that has inspired the confidence and good will of such a vast army of consumers—about eight million of them.

WE'LL CARRY YOUR ANNOUNCEMENT into over a million and a half homes—before these eight million consumers—at a lower cost than you can possibly reach the same number of homes or people in any other way.

BEFORE CLOSING YOUR ADVERTISING LIST for the approaching season you owe it to yourself, as a progressive advertiser, to thoroughly investigate our proposition.

WRITE US FOR COMPLETE INFORMATION on any point — send for subscription lists for some city or town where you know the people if you want to see for yourself the character of homes that The Woman's Magazine enters every month. We believe that all prospective advertisers are entitled to a close acquaintance with our business methods, the quantity and quality of our circulation, etc., and we are always glad of the opportunity to answer in detail any question that an advertiser may bring up. Address

A. P. COAKLEY, Advertising Manager

THE WOMAN'S MAGAZINE

(LARGEST IN THE WORLD) ST. LOUIS, MO.

New York Office:
A. A. HINKLEY, Manager,
1703 Flat Iron Building.

CHICAGO OFFICE: GEO. B. HISCHE, Manager, 1700 1st Nat'l Bank Bldg,

Rowell's American Newspaper Directory for 1906 is now ready for delivery; subscription price \$10. Will be sent carriage paid to any address on receipt of price.

Work upon the revision for the year 1907 is now in hand. Publishers who wish to furnish a circulation statement for the year 1906, to appear in the Directory for 1907, the 39th annual issue, will be in time if their report is received on or before February 15, 1907.

The book for 1907 will be issued in May of that year. The sub-

scription price will be \$10, the same as heretofore.

The book will report the name of every paper or periodical, the day or frequency of issue, will tell its politics or the interest to which it is devoted, the size and number of pages, the subscription price, the date of establishment, editor's and publisher's names, and will accord a rating intended to make known its average issues for the preceding year, to every paper or periodical believed to issue regularly so many as 1,000 copies. For publishing such information there will not be, and never has been, any charge.

The publisher's statement of what has been the number of copies printed for a year, preceding the date of his report, is accepted if it sets down the date of each issue and the number of copies produced which were complete and sufficiently perfect to be served to subscribers or sold to be read, dividing the total by the figures that indicate the number of separate editions, the result showing the average edition issued.

On receipt of five two-cent postage stamps the publishers of the Directory will send, to the publisher of any paper making application, a page from the last issue of the Directory, showing how that paper was described therein and the circulation rating accorded.

On receipt of five two-cent postage stamps the publishers of the Directory will send, to the publisher of any paper making ap-plication, two copies of a large blank, showing a form for making up such a statement of copies printed as will be certain to meet

the Directory editor's views, if properly filled in.

If a publisher wishes to make any statement in his own behalf, to appear in the next issue of the Directory, to follow the catalogue description of his paper, he may say whatever he chooses at a cost of \$1 a line for the matter inserted, which will be designated by appearing under the heading "PUBLISHER'S ANNOUNCEMENT." Six words average a line. If the announcement calls for 120 words or the paid carries with it a girlet to a free cover the more the price paid carries with it a right to a free copy of the book (which is sold separately for \$10). If cash accompanies the copy five per cent may be deducted from the price in consideration of advance payment.

Display advertisements to appear in the body of the Directory also entitle the advertiser to a free book, and will be inserted 1/4 page for \$20, ½ page for \$30 and 1 whole page for \$50; but these prices are doubled if a position for the advertisement is demanded on the same page or opposite the one where the catalogue description appears of the paper advertised. These prices are also subject to the 5 per cent reduction if cash, in full payment, accompanies the order.

Address all communications to

PRINTERS' INK PUBLISHING CO.,

American Newspania

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

Vol. LVI.

NEW YORK, JULY 11, 1906.

HOW A LARGE STORE CHECKS ITS ADVERTISING.

ALSO APPLIED TO WINDOW DIS-

A remarkable system of checktising is maintained in the Boston store of Wm. Filene's Sons Co. This establishment is said to be the largest of its kind in the world. Its merchandise is confined almost wholly to women's and children's ready-to-wear ganments, and to get publicity a number of the Boston papers are
used, both for local results and of putting it. Rather, we find the
mail-order business through New
England. Large department and much business to expect from
this charge printing daily each. This checking work of and children's ready-to-wear garnewspaper after it has appeared, and regu- with the Post, Traveler and the store's entire appropria-tion is made to produce the maxi- paper's clientele. mum of return in actual sales.

BOSTON licity manager of Filene's, consented to talk of this system for PRINTERS' INK. Mr. Tully is not only the advertising manager of RESULTS ARE NOT ONLY TRACED Filene's, but holds a position as FROM EVERY ADVERTISEMENT OF one of its four chief executive FILENE'S, BUT DETERMINE THE managers. There is a merchan-SIZE AND CHARACTER OF ADVER- dise manager, P. A. O'Connell; a TISING FOR THE SAME MERCHAN- store manager, T. K. Cory; and DISE IN THE FUTURE—A CHECK a publicity manager, who, with a ON MERCHANDISING RATHER recording manager, J. R. Simpthan MEDIUMS—THE SYSTEM son, constitute a board that practically controls the business. The elevation of the publicity man to a place with the merchandise and ing results from newspaper adver_ store executives indicates the importance attached to advertising by Filene's.

"Does this system enable you to check the Boston dailies closely enough so that a weak medium would be quickly eliminated?"

Mr. Tully was asked.
"Yes, it would," he replied, stores printing daily each. This checking work of advertising usually ours is only partly a supervision have some adequate check upon of the newspapers. We value it however crude it may be, and To begin with, we have pretty probably waste little of their appropriation in unprofitable medical actions and the state of the stat ums during the year. But Filene's our advertising. The list includes also checks the text matter of the Globe, Herald and Evening each advertisement before and Transcript as regular mediums, lates each item of merchandise American as occasional ones. advertised by returns for previous Having good notions of the kind years. Questions of price, quan- of people each paper reaches, our tity, weather, seasonability, etc., problem is to offer merchandise are governed as near as may be in such a way, and advertise it by exact advertising knowledge, by such methods, that the best re-

"We require a certain percen-Last week F. W. Tully, pub- tage of results. Some stores

carry their advertising appropria- vertisement, side by side with the tion as profit and loss, or in some sales sheet, which shows that auother department of expenditure vertising cost was twice what we where no definite profit is de- had expected it would be. Was manded of the outgo, as with the weather bad? Were the goods merchandise. But here each paper must sell goods for us at a representation in the advertising certain cost. We allow nothing that led to disappointment when for general publicity expense at people came to buy? Such quesall. By this, though, I would not tions as these must be answered have you understand that each by inquiry among the buyers and paper must come down to a cerclerks in the department under tain maximum selling cost. We investigation, until it is clear that take into consideration the char- the merchandising of the sale was acter of each medium, and only not at fault. Then we begin to require that it continue to bring criticise the advertising-the copy, business at the percentage which style, typography, size of space, a long period of advertising has etc. In the majority of instances shown us we ought to expect some definite reason for failure

from that medium,

what each advertisement in yes- cases we have analyzed returns, terday's papers has brought us in or the failure to get them, so actual business. Sales are report- closely that, when inquiry was ed from each department that had made at the newspaper offices, we advertised lines, and are comparlearned that an edition had been ed with last year's results. The skipped or a certain territory work of tracing is somewhat could not be served on account of simplified by our distribution of bad weather or mishaps to train advertising, for we do not use all service. the papers every day. In the Sunday Globe, for instance, we usu- sories after the fact, but for ally have a full page, and a half- details that will influence the adpage in the Sunday Herald. In vertising before it is printed. In mid-week we may use one-third many large stores, I believe, it is page in the Post once, and a sufficient for the buyer in a de-quarter-page in the Evening partment to hand the advertising Transcript two or three times, manager a slip with a brief de-Our rule is to never 'fill space,' scription of his offering for the but to cut advertising to fit our next day's advertisement, accom-merchandising needs, both as to panied by prices. His judgment papers and size.

vertisement in one of the papers Here, however, we go much yesterday did not sell as it ought further. Our buyer must indicate to have done. The last place we how much of a certain line of should look for the cause of fail- goods he expects to sell on a ure would be the newspaper. Only given day, and why. Perhaps he a succession of failures that we is the waist buyer, and has 6,000 could not trace to defects in our garments he believes can be sold merchandise or advertising copy on Monday. He will probably would lead us to give a newstell the publicity department that paper a different place in our list Monday will be a better day on of mediums. Results from day those waists than Tuesday, or to day are not a fair test of a Wednesday or any other day that

months of advertising.

is found before we take the next "Results are taken care of by step, which would be to investigate our recording office. By this the paper. Sometimes, however, morning we are able to know the latter is at fault. In certain

"We hunt not only for accesas to timeliness and the strength "We will presume that an ad- of demand is not questioned. newspaper's producing power, particular week, because the public Conclusions should be based on schools closed for the summer on Friday, and women will be shop-"Here is our unprofitable ad- ping Monday in their preparations

(Continued on page 6)

"The Bulletin goes every evening into nearly every Philadelphia home."

Net average for June

220,699

copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher.

the waist-buying public will be finally prepared it is based upon gone, and on Wednesday there a thorough tabulation of prob-will be only a quarter of this abilities rather than guesswork. clientele in town. Having given Price is made the last element of vital reasons of this kind and drawing power in the merchandemonstrated that these 6,000 dising and advertising layout of a waists must be advertised on that sale, though of course you are day, we then figure what 6,000 to understand that it may not be waists mean to us in a day's busi- the least reason for pulling busiwasts mean to us in a day's bust-ness, and determine how much ness. Examination of all other space shall be given to advertising factors, without thought of price, them, basing the latter estimate may reveal goods of such char-on the average known cost of acter, and at such a reduction,

"Then the written according to a formula. "In considering an advertise-The first element in this formula ment that has failed to sell goods goods coming up for attention, so reward for misrepresentations is

to go away. On Tuesday half of that when the advertisement is selling in whatever newspapers that a distinctly bargain house are to be used. would be justified in playing up advertisement is price larger than anything else.

"In considering an advertiseis Desirability, and the last Price, at a reasonable cost for publicity, Under Desirability will come de- we desire first of all to correct tails of style, material, etc. These our own merchandising methods are fully covered in the buyer's -to rectify errors when goods data, which is handed into the have been offered in wrong quanpublicity department on a regular tities, on the wrong day, in the form. We should not care to wrong season, at the wrong price, have this form published, but I This checking system, therefore, can outline for you the various seldom obtrudes upon a newspaitems he must report upon. The per. We do report to a publisher number of garments is given, with when a failure in advertising can their cost, and the buyer also in- be traced to poor position or some dicates who they were purchased other cause that may be remedied from. This latter item is very in the publication office. It is a important in a store selling ready- common plea for the newspaper to-wear goods, for according to publisher to say, when a certain the manufacturer we are able to sale has fallen down, 'Well, determine the standing of goods you may not have sold as many as to material, workmanship and goods in that department as you fashion. Style and quality are expected, but consider that my paalso indicated in the buyer's re- per brought to your store hunport, but when he says that waists dreds of women who were atworth \$6 are to be sold at \$4 tracted by this particular offer it is the duty of the publicity de- and then bought in some other partment to verify his estimate of department.' This plea we do not value by actual examination, as accept. We have a right to busiwell as to be sure that no mis- ness in all other departments, and representation has been made in look upon it as a by-product that the matter of style or quality. He any good medium should bring.

also states how many garments "When we say that we do he expects to sell under favorable everything to avoid misrepresenweather conditions, and gives a tation in an advertisement, you tabulation of results in this same should be told how far Filene's department on similar goods a goes in combating this element. year ago. His estimates of a year Any employee who points out an ago, given in before the sale, are instance of misrepresentation in on record, together with the fig- one of our announcements is paid ures of advertising space used and a dollar, whether it be a news-actual sales. We also have figures paper ad or a window sign. as to the percentage of growth in Twenty-five cents is the reward his department on any class of for each grammatical error. The

constantly being paid, for it is so he is entitled to a window. Sales of capitals may be paid for as a more attractive and productive. grammatical error. A sample of "A third branch of advertising misrepresentation is this report is our mail-order publicity, which our advertisements closely, and we push that State." when shoppers come to the store able merchandise. These contests taken four times a year so that are supplemented with regular every odd and end of merchanclasses in salesmanship. Heads of dise left over may be cleared off. to them on processes, and parties dealing in cheap "job lots," goods are made up to visit nearby mills bought because of some defect and and study manufacture.

announcement, on the data repre- ing fashions would preclude holdsented by a buyer showing why ing over for another season, and

easy to misrepresent unconscious- from windows are checked, hely. Here is a packet of errors ured down to selling cost, com-and misrepresentations reported pared with past records and an-by our 900 employees, each cut alyzed for failure. We have five from the ad and pasted on a card, men on the window dressing staff, The moment one is handed in we and on a day when business was stamp the day, hour and minute dull have changed a window as of receipt, and the first to report many as eight times from the an error noticed by several per- hour the store opened until it sons gets the money. Wrong use closed, in an effort to make it

on an advertisement in which we we check as rigidly. The Boston printed a long list of articles re- dailies have mail-order value in duced in price, prefacing them this territory, and all priced offers with the statement that no single carry the statement that goods item showed less than a quarter can be bought by mail. The mailoff regular prices. One article order value of Boston dailies, was marked Reduced from \$1 to though, is something we cannot 76 cents,' and for this penny's dif- control, and most of our publicity ference we paid a dollar. Our is secured through circularizing employees are permitted to go to of lists of names. These we bethe stock-room and examine or lieve to be much better than count goods offered for sales, magazines, as our mail trade is comparing sizes, quantities, values, not national. Lists are classified etc.. with the advertised state- according to what people purments. If anyone finds that not chase, and literature is sent acas many garments of a certain cordingly. If a woman has pursize are in the lot as is stated in chased a machine-made dress the ad a reward is paid. Criticism within the past two or three of flowery talk in an advertise- months, for example, we do not ment is paid for, if just, for we send her more machine-made guard against over-enthusiasm dress literature, but something Proofreaders' errors are paid for likely to interest her in another at one-fourth what we pay for line of a sort she would be likely misrepresentation, because it is to buy. Just as our newspaper the error in merchandising that advertising and windows must we constantly seek. These con- produce so much business per extests are not a dead letter, but penditure, so each State in the keep alive interest in goods. Our mail-order territory must show a people learn to study the goods definite amount of sales monthly. offered in advertising. They read If the average falls off anywhere

Filene's is said to turn stock they find clerks all along the line from nine to eleven times a year posted on fine points of season- in each department, and stock is departments and buyers talk to This rapidity of stock turning is Manufacturers talk remarkable for any but a store cleaned out at tempting prices. "The checking system also ap- The Filene stock is turned thus plies to our windows. Displays frequently because it is nearly all are built up just like a newspaper ready-to-wear stuff, which changthe fact that so frequent a turnover can be made is ample proof that the advertising policy follow-ed by the house has stability and Every Friday odds efficiency. and ends must be cleared out of each department, This store is also known nationally through its distinctive co-operative plan of management, employees not only sharing in the profits of the business, but also voting on details of management that pertain especially to their interests and com-IAS. H. COLLINS.

NOTES.

"THE Old Furniture Book," a small brochure from E, C, Tarr, Boston, a dealer in antique furniture, gives in compact form a description of rare old styles, and tell how to distinguish antique pieces from counterfeit antiques. It is remarkable for compression of information into small space.

A PACKET of commendable literature, chiefly for retail purposes, comes from McKittrick & Dearborn, advertising specialists, Lowell, Mass., who prepare matter for local clients there. Good taste is shown in the printing and make-up, while most of the copy is clever in ideas. One piece specially noteworthy is a booklet of household suggestions, for A. G. Pollard & Co., Lowell, containing nothing but a list of several hundred to lete, kitchen, laundry and outdoor articles, opposite any of which a shopping woman may make a check as a reminder while purchasing.

Two excellent civic advertising booklets come from Milwaukee and Wheeling. The first, issued by the Citizens'. Business League, Milwaukee, deals with that city almost entirely from the standpoint of the organization seeking rates, lists of side trips, views of the town, tables of average temperature, etc., and is evidently meant to distribute among delegates at conventions where a representative of Milwaukee may be working. It is rather new in idea, and thoroughly commendable. Wheeling's booklet is industrial. Published by the Board of Trade in this West Virginian metropolis, it gives statistical information about resources, industries and commerce in the form of brief items that rob the data of drymess.

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB. Circulation 149,281. Rate 35c.

HIGH WATER

Marks in circulation don't tell enough. The yearly average is better, but best of all is the statement of circulation for each and every day of the preceding month printed in every issue of The Chicago Record-Herald.

The Des Moines Capital

is an unusually good advertising medium for schools and colleges and summer resorts. The CAPITAL has the largest circulation in the State of lowa, the quality of which is as high as the citizenship of this great and prosperous State.

The rate is 5 cents a line, or 70 cents an inch flat. Send your copy direct or to Eastern representatives.

EASTERN OFFICES:
CHICAGO, NEW YORK,
87 Washington St. 166 World Building.
LAFAYETTE YOUNG, Publisher.

THE JULY MAGAZINES.

Magazine Appleton's comes down to fitteen cents this month, with the August issue Pearson's goes up to fifteen, and in September Smith's. There has been such a general advance in price the past two years that to-uay the American "ten-center" is on the way to becoming extinct. Where all popular monthlies were sold at a dime a few years ago, we now have only a corporal's guard of the standard-size general monthlies at this price. Mc-Ciure's, Munsey's, the Cosmopolitun and the American Magazine are about the best dime's worth, and compared with some of those that have advanced prices are genuine bargains in reading matter. In the women's field the Woman's Home Companion is still sold at a dime, while other ten-centers left are the Broadway, Strand, Four-Track News, Argosy, All-Story Magazine, Scrap Book, Red Book, Monthly Story and Popular Magazine. In this matter of magazine prices there is a curious tendency to avoid what asterisks [*] indicate magazines that state their would seem to be the handiest advertising space is sold only for cash.) coin for a purchaser and the one that would give the publisher the widest scope-the twenty-five cent piece. Only a few general magazines are published at this price-Review of Reviews, Scribner's, Lippincott's. Current Literature, World's Work. Outing and the Smart Set being most promiment. Thirty-five cents has always been the charge for a genuine first-class magazine, and probably the handsomely illustrated month. lies like Harper's, Century, etc., could not be produced for less. Harper's Monthly once came down to twenty-five cents in the days when it looked as though the ten-center was going to drive everything else out of existence. But the old price was soon restored. The twenty-five cent magazine is distinctly better than the monthly at a lower price, if only in the matter of paper and printing, yet the rule is not to be laid down as an invariable one. McClure's is the equal of some of the twenty-five centers in matter

and illustrations, and far and away better value than certain ten-centers which have lately gone up to fifteen cents. But while the quarter is a handy coin, and would enable the publishers of a magazine like McClure's to produce a periodical remarkable for size and quality, there is little doubt but such a magazine would have far less circulation than the popular-price periodical. the twenty-five cent magazines none is credited in Rowell's American Newspaper Directory with circulation exceeding 100,000 copies — in fact. monthlies of general nature sold at this price seem to be as shy and reticent about telling their circulation as though they were sold for thirty-five cents, the price at which circulation talk is sacrilegious. standard twenty-five cent monthly has a figure rating in Rowell's Directory. With the general ad-

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR JULY.

(Exclusive of Publishers' own advertising

	Pages	Ag. Lines
*Motor (cols.)	. 235	37,308
*Country Life in America	a	0310
(cols.)	. 171	29.510
*McClure's		25,158
Review of Reviews		24,584
System	. 103	23.134
Munsey's	97	21,888
Harper's Monthly	. 95	21,445
Scribner's	94	21.189
*Century	. 92	20,608
Pacific Monthly (June)		20,035
World's Work	. 84	18,868
*Everybody's	, 84	18,816
*Cosmopolitan	. 82	18,445
Out West (June)		18,256
Outing Magazine		17 061
American Magazine		17.640
*Four-Track News	73	16,353
Business Man's Magazine		
(June)	71	16,001
National Magazine (June	69	15,578
*Ladies' Home Journal		
(cols.)	73	14 600
Good Housekeeping	63	14,112
American Homes and Gar-		
dens (cols)		12,228
World To-Day,	54	12,115
Success (cols.) Suburban Life (cols.)	65	11.282
Suburban Life (cols.)	63	10,550
*Delineator (cols.)	78	10,404
Outdoor Life	44	10.056
Field and Stream	42	9.508
Ainslee's	41	9.184
Lippincott's	40	9 073
Metropolitan	40	8.960
Red Book	40	8 960
Recreation	39	8,904
Woman's Home Com-		
panion (cols.),,,,,,	43	8,733

		Ag. Lines		Cols	Ag. Lines
Garden Magazine (cols.) Technical World Maga-	54	7,849	Harper's Weekly Public Opinion	11	1,817
zine	35	7,840	Week ending June 16:		ARBEIT 1
World's Events (cols.)	44	7,577		. 1	
Ladies' World (cols.)	37	7.435 -	*Saturday Evening Post	39	7.410
Health Culture (June)	33	7,409	Outlook (pages)	42	7,140
Reader	32	7.336	Outlook (pages) Leslie's Weekly	30	5,197
*Housekeeper (cols.)	31	6,826	Vogue	33	4,278
*Housekeeper (cols.) Atlantic Monthly	20	6,698	Independent (pages)		4.256
Etude (cols.)	39	6,618	Literary Digest	28	4,068
Gunter's Magazine Appleton's Magazine	29	0,496	*Associated Sunday Maga-	24	3,895
Appleton's Magazine		6,316	*Associated Sunday Maga-		Ed Ellio
*Designer (cols.)	47	6,307	*Scientific American	19	3,567
House and Garden (cols.). Overland Monthly (May).	41	6,065	Iliustrated Outdoor News	17	3,440
*New Idea Woman's Maga-	25	5,656	*Life	19	3,359
zine (cols.)		5,614	*Life *Christian Herald Harper's Weekly	18	3,175
Strand	25	5,600	Harper's Weekly	10	1,695
Current Literature	24	5,376	*Public Opinion	12	1,680
Home Magazine (cols)	. 30	5,093	Week ending June 23:		· dian
Modern Priscilla (cols.)	29	5,089		00	
Theatre Magazine (cols.).	30	5,081	*Saturday Evening Post		19,848
All-Story Magazine	22	4,928	Collier's	39	8,095
Pearson's Popular Magazine	41	4,928 4,894 4,704	Vogue	45	7,410
Pilgrim (cols.)	21	4,325	Leslie's Weekly	32	6,582
Bookman	18	4,092	*Life	31	4,362
Argney	18	4.032	Independent (pages)	19	4,256
Broadway Magazine Human Life (cols.)	18	4,032	Literary Digest	27	3,885
Human Life (cols.)	24	4.074	Churchman	23	3.731
Scrap Book	17	3,808	*Associated Sunday Maga-	441	
Smart Set	15	3,469	*Christian Herald	17	3,216
Smith's Magazine St. Nicholas		3,136 2,968	*Scientific American	15	2,624
Benziger's Magazine (cols.)	13	2,957	*Scientific American Illustrated Outdoor News	13	2,333
Tales		2,912	Harper's Weekly	11	2,33 1
Monthly Story Magazine.	12	2,688	*Public Opinion	11	1,649
*Woman's Magazine (cols.)	15	2,679	Week ending June 30:		
Critic	8 X	2,537		-	00-
Farming (cols.)	16	2,304	Collier's	52	9,887
Philistine (June)	21	1,273	Outlook (pages) Saturday Evening Post	28	4,825
ADVEDTICING IN LEAF	NIA!	WEDVIV	Independent (pages	19	4,256
ADVERTISING IN LEAD			Vogue	25	3,867
MAGAZINES FOR			Vogue Literary Digest	26	3,790
(Exclusive of Publishers'			Scientific American	17	3.533
asterisks [*] indicate maga	zines	that state	Christian Herald	17	2,932
their advertising space is sold	only	ior cash.)	Churchman	17	2,831
Week ending June 2:			Public Opinion	19	2,660
	Cols.	Ag. Lines	zine	14	2,527
*Saturday Evening Post	51	8,670	Life	17	2,463
Churchman	47	7.345	Life Leslie's Weekly	9	1,823
Collier's Literary Digest	37	7,030 6,421	Harper's Weekly	10	1,711
Outlook (pages)	45	6,337	Illustrated Outdoor News	10	1,706
Vogue		6,003	Totals for June:		
*Associated Sunday Maga-			Outlook		45,297
zine	36	4,768	Independent		42,336
Leslie's Weekly	17	3,483	Collier's		36,875
*Christian Herald	19	3,322	Collier's*Saturday Evening Post		36,024
*Scientific American	14	2,807	Vogue Literary Digest Leslie's Weekly		28,209
Independent (pages) Harper's Weekly	12	2,688 2,488	Literary Digest		23,370
		2,185	Leslie's Weekly		22,244
*Life*Public Opinion.	15	2,100	Churchman		21,470
Illustrated Outdoor News		1,668	*Life *Associated Sunday Maga-		19,235
			zine		18,061
Week ending June 9:		a6 99.	*Christian Herald		15,453
Independent (pages)		26,880	*Scientific American		14,824
Outlook (pages) *Saturday Evening Post	33	7,567	Illustrated Outdoor News		11,004
Vogue	43	7,034	*Public Opinion		9.774
*Life	49	6,977	Harper's Weekly		9,607
Literary Digest	36	5,206	The state of the s	1	72.
Literary Digest Leslie's Weekly	25	5.159	vance in prices, thoug		
Collier's* *Associated Sunday Maga-	27	5,138	publishers may som	e d	ay turn
*Associated Sunday Maga-			their attention to n		
sine	22	3,983	dit attention to in	Link	1 '11'

5,159 5,138 3,983 3,668 3,400 2,694

1,939

vance in prices, though, American publishers may some day turn their attention to magazines at this price—the English shilling periodical—and build for them larger circulation than the higher

grade monthlies have, with better quality than the so-called popular magazine boasts.

·Street & Smith have another new magazine, appearing this month. It is called the People's Magazine, and follows the line of the Scrap Book closely. Street & Smith have a delicate way of complimenting a publisher who makes a striking success. Ainslee's was said to be a compliment to the Smart Set. Smith's Magazine seems to embody Street & Smith's approval of the Red Book, and the Popular Magazine came into being shortly after Everybody's passed into present hands, but was left in the rear to work out a policy of its own, the pace set by Everybody's being strenuous. None of these publications really compete with their prototypes, but simple supply the new clientele created with another periodical of the same nature, and at the same price. Persons who like one magazine of a certain kind ought to have two, the publishers seem to reason, and so pay the tribute of imitation. Another interesting side of this tendency among magazines to follow successful competitors, is found in the Ladies' Home Journal, which has probably been more extensively copied from as a model, in form, matter and price, than any other magazine in the world. Yet, while Cyrus Curtis's first success has been thus subtly flattered, no publisher seems to have thought of imitating his second, and per-haps greater, the Saturday Evening Post. Everybody's publishers are credited with the intention of establishing a new weekly, and the S. S. McClure Co., it is also rumored, have in mind a five-cent monthly for next autumn. these seek the great field that has been uncovered by the Saturday Evening Post's character, and its price, they will be the first com-petitors of any sort the Philadelphia weekly has encountered.

MAGAZINE NOTES.

The Churchman issues an annual educational number August 4.

The Metropolitan is one of the few magazines that divide back covers into quarter-page color ads, it is said,

What's in the Magazines, the little monthly index of the Dial, Chicago, now lists the contents of a half-dozen quarterlies as they appear.

Gunter's Magazine, now eighteen months old, states that its issue for July was 85,000 copies, a growth from 30,000 since January, 1905.

An exceedingly well-written, able paper on "Some Aspects of Journalism," by Rollo Ogden, editor of the New York Evening Post, appears in the Atlantic Monthly for July.

Few magazines have grown more rapidly the past year than the Cosmo-politan. In July, 1905, it was twenty-lifth in this list, and carried 10,886 lines of advertising. This year, in one of the dullest months, it is twelfth, and has 18,445 lines of business.

Motor is to have a trade edition which will contain, in addition to contents of the regular issue, articles of a technical character for the garage man, sales agent and manufacturer. It will also carry the regular advertising. No date has as yet been set for its appearance.

John Brisben Walker has sold the Twentieth Century to a new company which will transform it into a highclass monthly, and has retired from all connection with periodical publishing. The Twentieth Century, remodelled to standard magazine form, will appear in September.

The July number of Outdoors is, regular magazine size, to correspond with Field and Stream, and both magazines are under the advertising direction of Arthur Wendell at the New York office, 35 West 21st street. W. A. Ullrich represents them in Chicago, and Starr McG. Pierce in Boston.

Everybody's is arranging for a special hotel service, and is to print in the August issue a directory of hotels in New York, Philadelphia, Boston, Chicago, Washington, Baltimore, Pittsburg and Buffalo. Detailed information about hotels will be supplied readers free and rooms engaged without charge.

The New York office of the Home Magazine, at 34 Union Square, has been given into the charge of W. C. Izor, who lately left a similar position with the Woman's Home Companion. A Boston office has also been established, in charge of Carl P. Mellows, and one at Chicago, in charge of Carl N. Greene.

John H. Hawley, general manager of the Crowell Publishing Company, since the company was sold to an Eastern syndicate, has resigned and will return to the East, where he will be affiliated with a new publishing venture to be started by the Ridgway-Thayer Company. Mr. Ridgway will start a new bi-weekly magazine in the

fall, and Mr. Hawley will have charge of business and advertising management,

A report of the Association of American Advertisers on Success, for 1905, declares that magazine to have had an average output for the year (presumably monthly) of 305,369 copies, of which 294,817 went to purchasers and subscribers. An approximate distribution of circulation is given, as follows: New England States, 28,220; Southern States, 40,917; Pacific States, 42,292; Canada, 9,852; Middle States, 59,930; Western States, 121,798; Cuba, 420; Hawaii, Porto Rico and Mexico, 1,060.

As an amplification of the Christmas certificate idea, Scribner's has a graduation certificate, to be given with a subscription to that magazine at commencements. Certain classes of advertising are hereafter to be grouped together in this monthly, notably autos, automobile parts and accessories, travel, resorts, tours, building and furnishing, etc. In the case of some magazines that have lately adopted such grouping, notably the World's Work, advertisers report an immediate increase of interest on the part of readers.

One of the magazines most alive just now is Current Literature, which, after some changes in management and the untimely death of its publisher not long ago, has been thoroughly remodelled by the present editor, Edward J. Wheeler. A review of other periodicals, it seems to hold together better than some of the eclectic magazines. It has a high literary tone without being academic, and is timely without being cheap, while the amount of information found in its pages that is missed by other editors, especially matter from European periodicals, gives it great value.

BILLBOARD DAMAGED CROPS.

An action was lately brought against the Norwich (Eng.) Billposting Company for £2 damages said to have been done to growing crops by the fall of a hoarding last January. The plaintift said that after the fence had fallen down the billposting company neglected to replace it promptly so that the garden was left exposed to the public, which trampled on the crops. Judgment was given for the plaintiff.—Fourth Estate.

THEY WONDER.

NEW YORK HOTELS.

Hotel Breslin, which is one of the newest in New York and one of the best, appointed in the world, has five hundred rooms and over three hundred bath rooms.

Rooms range from \$2.00 a day up, a splendid bed room and bath, for example, costing \$2.50. Suites arranged to suit any need.



THE BRESLIN

BROADWAY AND 29TH ST., NEW YORK.

In the restaurant prices are high enough to provide the best of everything, and low enough to satisfy any reasonable diner.

Absolutely fireproof, built of the latest fireproof construction. Write for descriptive pamphlet. Jas. H. Breslin, Pres. W. E. Hildrett, Vicepres. Geo. T. Stockham, Gen. Mgr. 1HE BRESLIN HOTEL CO. Proprietor.

Beingenor Conn. June 40

BRIDGEPORT, Conn., June 29, 1906.

DRAR SCHOOLMASTER—People up this way wonder when New York had so fierce an up-heaval as above illustrated.

W. M. WAITE.

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Wide interest in the automobile makes it a live subject for classified advertising. The secondhand machine is now a staple in the market. Many city dailies have established motor departments on their want pages, but a number of dailies in smaller cities are overlooking their opportunities in this field. Hardly any town is too small to have some business of this character. Even the poor man's and farmer's auto are spoken of. Lately the Chicago Record-Herald has printed a series of display ads to call attention to its motor column in the classified. These specimens suggest how such a feature should be exploited:

NO WONDER.

No wonder you have not found the automobile that you want if you have not looked over the list which appears daily and Sunday in the "Want pages" of the Record-Herald. There is a range of price and style to suit all.

It will pay you to look over these bargains under the classification of Automobiles in to-day's "Want ads."

AUTOMOBILES.

This is the opening day of the Chicago Automobile Show. Read the Record-Herald's accounts of the industrial exhibition which will appear during the continuance of the event.

The automobile supplement of the Sunday Record-Herald will be issued

to-morrow. It will pay you to watch the Record-Herald if you expect to purchase a ma-

AUTOMOBILES.

Time For Purchasing and Selling Machines Is Now Ripe.

Those who expect to use automobiles this year are now preparing for the 1906 season. Many owners wish to buy new models, but must first sell their new models, but must first sell their present machines and are ready to dispose of them at a low price. There are scores of these second-hand cars on the market which have been used but a few months and are almost as good as new. If you want a car of this type, now is the time to buy.

Under the classification of "Auto-

Under the classification of "Automobiles" among the "Want Ads" in to-day's Record-Herald you will find those that are listed for sale.

VARIETY.

That which suits one man is not always to the liking of another. This is the case in the using of automobiles. One man prefers a runabout, an-

ADVERTISING THE CLASSI. other a touring car. Some like gasoline machines, and others steam or electric cars. All cannot buy high priced auto-mobiles. Second-hand machines which have been used but one season meet the demands of many, while others will

use only new models.

But whatever your desires in the way of automobiles, you can find the type of car you wish by watching the display and "Want" columns of the Record-

Herald.

The standard machines are listed e daily and Sunday. There is for sale daily and Sunday. There is variety enough for all. It will pay you to watch the Record-Herald columns if you expect to purchase an auto.

GOING TO BUY OR AUTOMOBILE?

Tell your desires through the "Want Ads" of the Record-Herald under the classification of "Automobiles." Easiest way to put your car on the market or to find the machine you want.

It will pay you to look over these bargains under the classification of "Automobiles" in to-day's "Want Ads." bargains

YOUR AUTOMOBILE IS WAITING FOR YOU.

But you must pick it out from the list printed in to-day's Record-Herald.

Any style of machine you want, new Any style of machine you want, new or second-hand, runabout or touring car—they are all listed in "Want Pages" of the Record-Herald under the heading "Automobiles."

It will pay you to look over these bargains under the classification of Automobiles in to-day's "Want Ads."

YOU "AUTO" KNOW

By this time if you can afford an

automobile this year.

There will be no better opportunity than the present to buy. Bargains can be obtained now in second-hand ma-chines which have been remodeled and are almost as good as new.

Scores of these cars are daily listed for sale in the Record-Herald. It will pay you to look over these bargains under the classification of Automobiles in to-day's "Want ads."

DO IT NOW.

If you have decided to purchase an automobile this year, pick out your ma-chine now. It won't pay you to wait until the last minute,

If you want a new machine, you will find it to your advantage to get in the order now.

If you have made up your mind to buy a second-hand car, you can make a more satisfactory bargain by making

immediate purchase. The Record-Herald prints "Want ads" offering second-hand machines for sale than any other western paper. It will pay you to watch this list of bargains until you find the kind of car you want. There are machines of all standard makes at all kinds of prices offered daily and Sunday in the "Vant" columns of the Record-Herald under the classification of "Automohiles."

THE EARLY BIRD GETS THE CAR.

Many people who expect to purchase automobiles for this summer's use are automobiles for this summer's use are making the mistake of waiting until the weather is perfect for touring. When conditions are right for automobiling they will find they cannot secure the right kind of car at a moment's notice.

Bargains in second-hand cars are now bargans in second-nand cars are now being offered by the score, but they are fast going to those who are watching and investigating the propositions which are offered in the "Want" columns of the Record-Herald. Those who wait until the last minute before purchasing will find the best propositions taken.

THE OPEN WINTER IS ALMOST OVER.

It will soon be time for the open automobile. Get in your order now or you will not receive your car in time to secure the full value of your money.

Prepare for your summer now by se-curing one of the many bargains now offered. If you can't afford a new car, look over the list of second-hand machines listed daily and Sunday in the "Want" columns of the Record-Herald.

The assortment is large. The presence are varied. The most particular may find the car desired. It will pay you to watch the Record-Herald list.

DON'T CHEAT YOURSELF

By neglecting to look up the bargains in automobiles, both new and secondhand, which are daily offered for sale in the "Want" columns of the Record-Herald.

It is to your advantage to watch this list if you have any intentions of pur-chasing a machine. There are bargains of all descriptions offered and a variety of types listed for sale. If you are your own friend you will watch the automobile advertising in the Record-Herald until you find the kind and style of machine you desire,

THE RIGHT CAR AT THE RIGHT PRICE FOR THE RIGHT PARTY.

These results have been obtained by scores of automobile purchasers have watched the Record-Herald "Want

have watched the Record-Herald "Want ads." Try for yourself.

The daily and Sunday lists of machines advertised is varied enough to suit the demands of all.

A wide range of price, makes and styles gives you the opportunity to secure the car you are seeking. Turn to the "Want pages" and look at the machines offered for sale under the classification of "Automobiles."

BLAME ONLY YOURSELF

if you wait too long before preparing for your summer's automobile touring. Unless you take advantage of the bar-gains now offered in machines, others

will profit by your failure to grasp the

opportunity.

This is bargain season in the automobile business. Many owners are trading or selling their old cars in order to buy the 1906 models. You can find scores of these practically new machines listed for sale in the "Want" columns of the Record-Herald under the classification of "Automobiles."

Do the right thing by yourself by watching this list until you find the machine which fits all your needs.

A LOW-COST LOCAL AGENT.

A Broadway wholesale crayat firm that prides itself on selling "direct from manufacturer to retailer" has lately been booming London knitted neckwear in metropolitan trade papers. Much to the surprise of this concern, the following letter was received a few days ago:
"Dear Sirs—I see that you are advertising London knitted cravats. If

The enterprising private citizen has been rewarded, as per request, in recognition of his model enterprise.

New York Press.

GETTING THE FIRST MAIL ORDER

There is a company in the Middle West which issues a very complete catalogue. The company sends this catalogue free to anybody who will ask for it and to selected lists of people. mostly in rural communities, whom they believe might become customers. If within a month after sending the catalogue the commany does not receive catalogue the company does not receive catalogue the company does not receive an order from the prospective customer they mail him a check for \$2 good only at their store and when used in making at least an \$8 purchase. As the com-pany sells a great variety of articles' the \$2 is seldom wasted. The man who uses it becomes a customer. He sends the \$2 check and \$6 more with an order. With the receipt for this order he receives a \$1 check back simi-lar to the \$2 one he received before. The same motives which made him be-The same motives which made him be-World's Work. customer, keep him one .-

THE pastor of a leading Boston church announces the subjects of his sermons on a large bulletin-board prepared by the sexton. One Sunday recently the evening sermon was to be on 'Hell.' Passers-by were a good deal startled to note that the lower part of the bulletin-board had on it these word in large and form and latteren. word in large and fiery red letters:

HELL
ALL SEATS FREE
EVERYBODY WELCOME. -Lippincott's.

Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory. have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the Roll of Hoxon of the last named character are marked with an (x),

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1905, 22,069, Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican. Daily aver. 1905, 6.381. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. dy. Act. av. 1905, 8,781. Actual aver, for Oct., Nov. and Dec., 1905, 8,968.

CALIFORNIA.

Mountain View, Signs of the Times. Actual weekly average for 1805, 22,580.



Oakland, Herald. May, 1906, 19.552. Av. June, 1906, 22.010. Largest cir. in Oakland. Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland. Tribune, evening. Average for fourths ending December 31, 1905, daily 18,481.

San Francisco. Pacific Churchman, semi-mo.; Episcopalian. Cir. 1805, 1.427; May, 1806, 1,700.

San Francisco, Suest Magasine, monthly, literary: two hundred and eight pages, 528. Circulation 1904, 48, 91 81 year ending Nov. 308, 9418. I. J. McCormick, 139 Jackson Boutevard, Chicago, Illinois, Eastern representative William & Wiscon, 44 East 234 St., New York City, New York representative. Home Offices, 431 Calitornia Street.

COLORADO.

Benver, Clay's Review, weekly; Perry A. Clay, Actual ater. for 1904, 10,926, for 1905, 11,688.

Benver, Post, daily. Post Printing and Publishing Co. Aver. for 1805, 44.520; Sy. 60.104. Average for May, 1806, dy. 55,758; Sy. 75,114. The absolute correctness of the latest



circulation rating accorded the Denver Post is guaran-teed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who success-

fully controverts its accuracy.

CONNECTICUT.

Ansenia. Sentinel, dy. Aver. for 1905, 5,022. E. Katz, Special Agent, N. Y.

Bridgeport, Evening Post. Sworn daily av. 08, 11,025, E. Katz, Special Agent, N. Y.

Bridgeport. Telegram-Union. Sworn daily av. 1905. 10,171. Want ads one cent a word.

Meriden, Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1905. 7.578.

New Haven. Evening Register. daily. Actual av. for 1905, 18,711: Sunday, 11,811.

New Haven. Palladium. dy. Aver. 1904, 7.857; 1905, 8,686. E. Katz, Special Agent. N. Y.

New Haven. Union. Average 1905, 16, 209. 1st 3 mos. 1906, 16, 486. E. Katz, Spec. Agt., N. Y. New London, Day, ev'g. Aver. 1905, 6, 109; 1st 3 mos. 1906, 6, 012, E. Katz., Sp. Agent, N. Y.

Norwalk, Evening Hour. Daily average year ending Dec., 1905, 3.170. Apriloire., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869. Norwich. Bulletin, morning. Average for 1904, 5.850; 1905, 5,920; now, 6,588.

Waterbury, Republican. dy. Aver. for 1905. 5.648. La Coste & Maxwell Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1905. \$5.550 (36).

FLORIDA.

Jackson ville. Metropolis, dy. Av. 1905, 8,980; 1st 4 mos. 1906, 9,407. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Constitution. Daily average 1908, 88,590; Sunday, 48.731.

Atlanta. Journal, dr. 4v. 1905, 46,028. Sunday 47,998. Semi-weekly 56,721; May, 1908, daily, 52,517; Sun., 57,977; semi-wy., 74,221. Atlanta. News Actual daily average 1905, 24.402. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Augusta. Caronicle. Only morning paper.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1905, 4,580; first three months of 1906, 5, 912.

Cairo. Citizen. Daily average January, February and March, 1906, 1,512.

Champaign. News. First four months 1906, daily, 3.076; weekly. 8.446.

Chleage. Bakers' Reiper, monthly (\$3.00). Bakers' Helper Co. Average for 1905, 4.100 (66). Chicago, Breeders' Gazette. weekly; \$3.00. Average circulation 1905, to Dec. 31st, 66,665.

Chicago, Dental Review, monthly. Actual average for 1908, 8,708.

Chicago, Examiner. Average for 1906, 144, 2806 copies daily; 205 of circulation in city; Larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Farmers Voice and National Rural. ctual aver., 1905, 30.700, Jan., 1905, 42,460.

Chicago. Inland Printer. Actual average circulation for 1905, 15,866 (@ 3).

Ohleage, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 85, 120 paid subscribers. Reaches nearly 80, of the post-offices in Nebraska; 80% of the post-offices in Nebraska; 80% of the post-offices in Illinois. Michigan. Wisconsin, Iowa and Minnesota; half the post-offices, in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Ohieago, Record-Herald. Average 1904, daily 145.761. Sunday 199.400. Average 1905, daily 146.456. Sunday 204.559.

The absolute correctness of the latest



circulation rating accorded the Chicago Record-Herald is guaranteed by the pub-lishers of Rowell's American Newspaper Directory, who will pay one hundred dollars

to the first person who successfully controverts its accuracy.

Chlenge, Svenska Nyheter. weekly. Sworn average December, 1905. 21,775.

Chienge, System, monthly. The System Co.. pub. Eastern office I Madison Ave., N. Y. Average for year ending, March, 1905, 50,556. Current average in excess of 60,000.

Chicage. The Tribune has the largest two cent circulation in the world, and the largest circula-tion of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiv-ing (@@).

Peeria. Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Evansville, Journal-News. Ar. for 1905, 14.-640. Sundays over 15.000. E. Katz, S. A., N.Y.

Indianapelia, Up-to-Date Farming. 1905 av. 156,250 semi-monthly; 75c. a line. Write us Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1805. 24.890.

Princeton. Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,897.

Richmond, Sun-Telegram. Sworn av. 1905, dy.

Richmond. The Evening Item, daily. Suorn average net paid circulation for 1905, 4,974; six months ending June 30, 1906, 4,368; for June, 1906, 4,449. (vver 3,300 out of 4,300 blichmond homes are regular subscribers to the Evening Item.

South Bend. Tribune. Sworn daily average, 1905, 7.205. Sworn aver. for May, 1906, 7,548.

Davenport, Catholic Messenger, weekly. Actual average for 1805, 5, 314.

Davenport. Times. Daily arer. April, 11.966. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, aaity. Latayette Young publisher. Actual average sold 1905, 59, 178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 32t issues than any competitor in 365 issues. The rate tire cents a line.

Bes Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or lows paper. Average circulation for Apr., dy. 27, 647.

Muscatine. Journal. Daily av. 1905, 5,282.

Sioux City, Journal, daily. Average for 1908 sworn. 24,961. Av. for Feb., 1908, 26,748. Prints most news and most foreign and local ad-vertising. Read in 80 per cent of the homes in city.

Sieux City, Tribune. Evening. Net secondaily, arenuge 1905, 24,287: May, 1905, 26,409. The paper of largest paid circulation. Ninety per cent of Siouz City's reading public reads the Tribune. Only lowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News. Daily 1905, \$.435. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1905, daily, 8,578; weekly, 8, 180.

Wichita, Star, weekly. Average for year ending January, 1906, 2.845.

KENTUCKY.

Lexington. Leader. Ar. '08., evg. 4, 694. Sun. 6.163; May, dy. 5.865. Sun. 6.968. E. Katz, S.A. Marion, Crittenden Record, weekly. Actual average for year ending October, 1905, 1,882.

Owensboro. Inquirer. Dy. av., 1908, 1.918; May, '06, 2,622. Fayne & Young, N.Y. and Chic. Owensbore, Messenger. Sworn average circulation for 1905, 2, 471.

LOUISIANA.

New Orleans, Rem. official journal of the city. Av. cir. for Jan., Feb, and March, 1906, 28, 564; av. cr. Jan., 1906, 24, 615; for Feb, 1906, 25, 419; for March, 1906, 26, 969; for April, 1906, 26, 999.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,269.578.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1908. 6.986. weekly, 2.690.

Bangor. Commercial. Average for 1903, daily 9.453, weekly 29, 117.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019. Lewiston. Evening Journal, daily. Aver. for 1905, 7.598 (O O), weekly 17.448 (O O).

Phillips, Maine Woods and Woodsman, weekly. W. Brackett Co. Average for 1805, 8,077.

Portland. Evening Express. Average for 1908, daily 12,005. Sunday Telegram. 8,428.

MARYLAND.

Annapelis. U. S. Naval Institute, Proceedings of; q.; copies printed av.yr. end'g Sept. 1905, 1, 657. Baltimore, American, dy. Av. 13 mo. to Jan. 31, 26, 64, 187. Sun., 59, 942. No return privilege.



Baltimore. News, oally. Frening News Publishing Company. Average 1911, 464.678. For June 1966, 67.394.

The absolute correctness of the publishers of Rouell's American Newspaper Directory, who, will pay one hundred dollars to the jural person who successfully constitution of the Newspaper Directory, who, will pay one hundred dollars to the jural person who successfully constitution.

MASSACHUSETTS.

Boston. Christian Endeavor World. A leading religious weekly. Actual average 1905, 99, 491.

Besten. Evening Transcript (@@). Boston's tea table paper. Largest amount of week day adv.

Besten, Globe. Average 1905. daily, 192,584. Sunday, 299.645. "Largest Circulation Daily of any two cent paper in the United States. 190,000 more circulation than any other Sunday paper in New England." Advertisements go in uing and afternoon editions for



The absolute correctness of the latest GUAR
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Beston, Post. Average for May, 1908, Boston Daily Post. 225,682; Boston Sunday Post, 284,880. Daily gain over May, 1905, 7,879! Sunday gain over May, 1905, 44,692. Flat rates, r. o. p., daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New Emp-

Fall River. News. Largest cir'n. Daily av. '05, 6,668(*). Robt. Tomes, Rep., 116 Nassau St., N.Y. Lynn, Evening News. Actual average for 1905,

Springfield, Farm and Home. National Agri-cultural semi-monthly Total paid circulation, 573.564. Distributed at 59.164 postoffices. Fastern and Western editions. All advertise-Eastern and West ments guaranteed.

Springfield. Good Housekeeping, mo. Aver-ge 1905, 206,088. No issue less than 200,000. All advertisements quaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England Paid circulation, 44,040. Risaches every post-office in Mass. R. L. and Conn., and all in Ver-mont, New Hampshire and Maine. except a few in the woods. All advertisements guaranteed.

Worcester, f.'Opinion Publique, daily (@ 6). Paid average for 1905. 4,252.

MICHIGAN.

Adrian. Telegram Dy. av. last three months, 1806, 5, 171, Payne & Youngs. Specials.

Grand Rupids, Evening Press dv. A. 46, 456. Covers Western Michigan.

Jackson, Morning Patriot. Arrange June, 1906, 6,811; Sunday, 6,992; weekly (April). 2,812. Saginaw. Courier-Herald. daily, Su verage 1905, 12, 394: June. 1906, 14,471. Sunday.

Saginaw. Evening News. daily. Average for \$905, 16,710; June, \$905, 20,207.

MINNESOTA.

Minneapoila, Farmers' Tribune, twice a-we W. J. Murphy, pub. Aver. for 1905, 46,428.

Minnea polis. Farm, Stock and Home, semi-monthly. Actual overige 1995, 87,187; first six months 1995, 100,050.

The absolute accuracy of Farm, Stock at Home's circulation rating is guaranteed by the American Necepaper Pirectory. Circulation is practically omfined to the farmers of Minnesota, the Datoca, Western Wisconsin and Northers locae. See it to reach section most propilably.



Minneapolla. Journal, Daily and Sunday. In 1905 averuge daily orculation 67.58%. Bully average develutes in may, 1906, 73.441. Aver. Sunday circulation, May, 1906, 79.881. The absolute accuracy of the sunday circulation, May, 1906, 79.882. The absolute accuracy of the guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, School Education, mo. Cir. 1905, 9, 850. Leading educational journal in the N.-W.



Minneapolis Tribane. W. J. Murphy, pub.
Ext. 1867. Oldest Minneapolis Gally, The Sunday
Tribane arrange per sails. The dully Tribane
average per issue for the first three months of
1906, 1908.
OIROULATN The Evening Tribane is guaranteed to nave a larger circulation than any other Minneapotion. The currier-diviney of
1860 of the many thousands greater
part of the many thousands greater
than that of any other necesthan than the control of the control of the necessary of t

Minneapolia, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

St. Paul. A. O. U. W. Gulde. Average weekly irreduction for 1905, 22,542.

St. Paul. Dispatch. Average net sold for year 1905, 60,568 daily.

St. Paul. The Farmer. s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 32, 625.

St. Paul. Pioneer Press. Net average circulation for January-Daily 25, 802, Sunday 82, 487.



The absolute accuracy of the Ploneer Press circulation statement is guaranteed by the sunriversion on Newspaper Directory. Ninety per cent of the more sus for subscriptions is collected showing that subscriber slake the paper because ing to circulation are open to investigation.

Winona. The Winona Republican · Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

MISSOURI.

Joplin, Globe, daily. Average 1905, 18.294; May, 1906, 15, 162. E. Katz, Special Agent, N. Y.

Kansas City, Western Monthly. Reaches prac-tically all mail-order and general advertisers.

St. Joseph, News and Press. Circulation 1905, 25, 158. Smith & Thompson, East. Rep.

St Louis. Courier of Medicine, monthly. Actual average for 1908, 9,925.

8t. Louis, Interstate Grocer has three times more circulation than three other Missouri gro-cery papers combined. Never less than 5.000.

St. Louis. National Druggist. mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8.041 (3 3). Eastern office, 59 Maiden Lane.

8t. Leuis. National Farmer and Stock Grower monthly. Average for 1903, 106, 625; average for 1904, 104, 750; average for 1905, 105, 541,

MONTANA.

Butte. Inter-Mountain. Sworn average daily circ'n 1905, 11,276. Aver. Dec., 1905, 12,698,

Missoulu. Missoulan, every morning. Av. 1905, daily. 4.185; Sunday, 5.407. Doubled in size, advertising and circulation past 18 months.

NEBRASKA.



Lincoln. Daily Star. evening and Sunday morning. Actual daily average for 1904, 15.289. For 1905, 16.409. Only Neb-raska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer. weekly. Average 1905, 147,032.

Lincoln. Freie Presse, weekly. Actualaverage for 1905, 150.784.

Lincoln, Journal and News. Daily average

Omaha, Farm Magazine, monthly. Average roulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

Nushua. Telegraph. The only daily in city. Sworn aver. for 6 mos, ending Mar. 31, 06, 4, 410.

NEW JERSEY.

Elizabeth, Journal. Av. 1904. 5,522: 1905. 6,515; 1st 3 mos. 1906. 6,965: March, 1906. 7.191.

Jersey City, Evening Journal. Average for 22,546. Last s mos. 1905, 25,408.

Newark, Evening News. Evening News Pub. Co. Average for 1905. 60, 102; Apr. '06, 68, 782, Plainfield. Daily Press. Average 1905, 2,874. Arst 4 months. 1906, 2,931. It's the leading paper. Trenton, Times. Average, 1904, 14.774; 1906 16.455; April, 18,525. Only evening paper.

NEW YORK.

Albany, Evening Journal. Daily average for 16, 512. It's the leading paper.

Binghamton, Evening Herald, daily. Herald Co. Aver. for year end. March, 1906, 12, 416 (2). Buffale. Courier, morn. Av. 1905, Sunday 86.-774; daily 48.008; Enquirer, even.. 31.027.

Buffalo. Evening News. Daily arrays 1904. 88.457; 1905 94.680.

Catakili, Recorder. 1905 average, 8,811; May, Corning. Leader, evening. Average, 1904, 6.288; 1905, 6.395.

Certiand, Democrat Fridays. Est. 1840. Aver. 1905, 2, 126. Only Dem. paper in county.

Giens Falls. Times Est. 1878. Only ev'g paper Average year ending March 11, 1906, 2, 508.

Le Roy. Gazette, est 1826. Av. 1905, 2,287. argest wy.cir. Genesee. Orleans, Niagara Co.'s. Mount Vernon, Argus, evening Actual daily everage 1 year ending June. 1906, 8.552.

Newburgh. News. daily. Ar. 1905, 5.160.

New York. American Agriculturist. Best farm and family agriculturis weekly in Middle and Southern States. Circulates 1904.000 copies weekly, of which 95.468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that of the state of the state. In the state of th York include every postoffice in the State. In New Jersey it goes to 7% of all the postoffices in Delaware 8%, in Fennsylvania 74%, in Ohio 8%, and to 3% to 4% of the postoffices in the Southern States. All advertisements guaranteed.

American Magazine (Leslie's Monthly), sent average circulation. 258,10%, Gi teed average, 250,000. Excess, 78,296.

Army & Navy Journal, Est. 1863. Actual weekly werage for first 19 issues. 1906. 9.592 (⊙⊙).

Atlantis. Daily Greek newspaper. Actual average for 1905, 9.355.

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1905 5,008.

Benziger's magazine, family monthly. Per giver Brothers. Average for 1905, 44, 166, pr enterculation, 50,000. Chpper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, 26,228 (@ @).

Hardware Dealers' Magazine, morthly. In 1905, average issue, 19,020 (© ©), D. F. MALLETT, Pub., 253 Broadway.

Jewish Morning Journal. Average for 1905, 54,668. Only Jewish morning daily. Music Trade Review, music trade and art week-ly. Arrange for 1905, 5.841.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1963, 11, 4011. Actual weekly average for 1963, 11, 418. Actual weekly average for 1963, 11, 4918. Actual weekly average for the first seventeen weeks m 1966, ending April 26, 16, 250 copies.

The People's Home Journal. 544,541 monthly Good literature. 444.867 monthly, average circulations for 1905-all to paid-in-advance subscribers. F. M. Lupton. publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending May. 1906, 5.805; May. 1906, issue. 7.812.

The Wall Street Journal. Dow. Jones & Co. ublishers. Daily average 1905, 13.152.

The World. Actual aver. for 1905, Morn. 30

Scheneetady, Gazette, daily. A. N. Liecty. Actual average for 1904, 12.574; 1905, 12.058.

Byrneuse, Evening Heraid, daily. Herald Co. pub. Aver. 1905, daily \$5.552. Sunday 40,098.

Syracuse, Post-Standard, Detily circulation 27,000 copies, The home newspaper of Myracuse and the best medium for legitimate attempts. Ities. National Electrical Contractor, 400, Arcruge for 1864, 2,4445.

Utlen. Press. daily. Otto A. Meyer. publisher.

NORTH CAROLINA.

Raleigh, Biblical Recorder, weekly. 49, 1903 8,872. Av. 1904, 9.756. Av. for 205, 10, 206.

Ruleigh, Evening Times, Leads all afternoon papers in circulation between Richmond and Allantu. Full A. P. dispatches. Actual duity average 1905, 4.251.

Raleigh. News and Observer, N. C.'s cress est daily. Smorn average 1965, 10.100. morhan double that of any other Raleigh daily, 40 greater than that of any other daily in the state.

NORTH DAKOTA.

Grand Forks, Normanden. Av. yr. '08, 7,201. Aver, for Jan., Feb., Mar. and Apr., 1906, 7,785.

OHIO.

Ashtabula, Amerikan Sanomat. Finnish Actual average for 1905, 10,766.

Columbus. Hunter-Trader-Trapper, monthly.

Conhecten, Age, Daily ar. 1905, 2, 128; in city 10,000: factory pay-rolis \$ 50,000 monthly.

Dayton, The Watchword. Illus. Young People's Paper. Ar. 1905, \$5,519, 15c, per agate line.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. 415,000.

Springfield. Woman's Home Companion. June, 1906, circulation, 565,000; 115.400 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator, D'y ar, '05, 12,916; Sy. 10, 178; LaCoste & Marroell, N.Y. & Chicago, Zanesville, Times-Recorder. Sworn average 1905. 10,564. Guaranteed double nearest com-petitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1995 aver. 11,161; May, 1966, 12,992, E. Katz, Agent, N. Y.

OREGON.

Portland. Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland, Journal. Daily and Sunday. Actual average for May, 25,481. Average year 1905. 21,926.

Portland. Pacific Northwest, mo. 1905 average 15,588. Leading farm paper in State.

PENNSYLVANIA.

Erle. Times, daily. Arer. for 1905, 15.248, May, 1906, 16.958. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph, Sworn av., Apr., 18.-

Philadelphia. Confectioners' Journal. mo. Av. 1904, 5.004: 1905, 5.470 (00).

Philadelphia. Farm Journal, Philagelinum.
monthly. Wilmer Akkinson Company, publishers. Average for 1905, 568,268. Printers' Ink. anarded the seventh Sugar Bool to Farm. Journal for the reason that "that super. among all those "published in the United States,"



shea in the United States,

"has been pronounced the one
"that best serves its purpose as
"an educator and consucero,
"for the agricultural populi.
"tow, and as an effective and
"economical medium for comuph its advertising columns." "Unlike any
anters."

other paper.

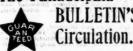
Philadelphia. German Daily Gazette. Aver-circulation. 1905, daily 51.50%: Sunday. 44.465, sport statement. Circulation books open.



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the foli of Honor—the three most desirable distinctions for any newspaper. Sworn daily avarenge April, 1906, 156.284.

"In Philadelphia nearly everybody reads THE

The Philadelphia BULLETIN'S



e following statement shows the actual cir-tion of The BULLETIN for each day in the

1 220,403	16			
2	17 Sunday			
3 Sunday	18			
5216,328 5215,765	19253,534			
5	20			
6	21226,389			
7 214,228	23222,691			
8	23			
9 206,997	34Sunday			
10Sunday	25			
11	26			
12	27 229,805			
13	28 228,467			
14 220,856	29 228,400			
15221,167	30214,366			
Total for 26 days, 5,738,169 copies.				

NET AVERAGE FOR JUNE.

220,699 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher. PHILADELPHIA, July 5th, 1906.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results." Philadelphia, W. Phila. Bulletin, wy. Covers V. Phila. Everybody looks for it. Cir.'05, 5, 288.

Pittsburg, The United Presbyterian. Weekly regulation 1905, 21, 560.



West Cheater. Local News, daily, W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home views, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport, Grit. America's Greatest Weekly. Average 1905, 226.713. Smith & Thomp-son. keps., New York and Chicago.

York, Dispatch and Daily, Average for 1905 18,551. Enters two-thirds of York homes.

RHODE ISLAND.

Puwtucket. Evening Times. Aver. circulation four months ending April 30, '06, 17, 202 (sworn).

Providence. Daily Journal. 17.623 (@@). Sunday, 20.555 (@@). Evening Bulletin 57, 755 average 1905. Providence Journal Co.. pubs.

Providence, Real Estate Register; finance, etc.; 2,528; sub's pay 241/2 of total city tax.

Westeriy. Sun. Geo. H. Utter, pub. Aver. 1995, 4.467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post- Actual dy. aver-



Columbia, State, Actual average for 1905, faily 9.587 copies (OO); sem:-weekly, 2,625. Sunday '05, 11.072 (OO). Actual average Jan. to April 30. '06, daily 10,717; Sunday 11.654.

TENNESSEE.



GUAR

TEED

THE SOUTH AUTOMATICAL THE SOUTH THE SO

Knoxville. Sentinel. Average March 11.598. Carries more advertising in six days than does contemporary in seven. Write for information

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 58.915. Sunday 55.887. weekly, 80.585. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis, Times, Sunday Circulation year

Nashville, Banner, daily. Aver. for year 1908, 8,772; for 1904, 20,705; for 1905, 30,327.

TEXAS.

Beaumont, Texas, Enterprise. Average 1905 5,427; present output over 10,000 guaranteed,

El Paso, Herald, Av. '05, 5, 011; Feb. '05, 5, 568 Merchante' canvass showed Herald in 805 of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo, Standard, weekly. Average for year ending May 5, 1906, 8, 918 (%),

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1908, 3.527, for last six months, 1906, 4,068.

Burlington, Free Press. Daily av. '05, 6, 558. Now 7.200, or more. Largest city and State circulation. Examined by Association of Ameri-can Advertisers.

Burlington. News, daily, evening. Actual laily average 1904, 6, 918; 1905, 6,886; December, 1905, 7,491.

Montpeller, Argus. Actual daily average . 905, 3, 242,

Rutland. Herald. Average 1904, 8,527. Average 1905, 4,286.

8t. Albans, Messenger, daily. Actual average for 1905, 3,051.

VIRGINIA.

Danville, The Bee. Ar. 1905, 2,846, April, 1906, 2,865. Largest cir'n. Only ere'g paper.

Richmond. News Leader. Sworn dy. av. 1905, 29.548. Largest in Virginias and Carolinas.

GUAD

Richmond. Times-Dispatch, Richmond, Albert Copacity, actual daily average year endActual daily average year ending December, 1905, 249,376. High
price circulation with no waste
or duplucation. In ninety per cent
of Richmond homes. The State

WASHINGTON.



Scattle, Post-Intelligencer (00).
Arerage for May, 1998—Week-day,
25. 15s; Sunday, 25. 482. Only
m'n'g paper in Seattle; only gold
marked and guaranteed circulation in Washington. A FULL PAID
circulation of exceptional merit
and GENUINE value.

Tacoma, Ledger. Daily average 1905, 15, 344; Sunday, 20, 335; weekly, 9, 642.

Tacoma. News. Average first four months 1906, 16, 212; Saturday, 17, 687.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2, 442.

Ronceverte, W. Va. News, wy. Wm. B. Blake Son, pubs. Average first 5 months 1916, 2,112. & Son, pubs.

WISCONSIN.

Janesville, Gazette d'ly and s.-w'y. Circ'n-average 1905. daily 8,149; semi-weekly 3,059, Madison, State Journal, dy. C regulation averMilwaukee, Badger and Farmers' Record, mo.; 75,000 copies (\$\psi\$); rate 30c. a line; largest mo. farm journal circulation in this territory,

Milwaukee. Evening Wisconsin, d'y. Av. 1808, 26, 648; May. 1906, 28, 962 (@ @).



180, 25.202 (cg.).

Milwaukee, The Journal.evg.
Arcrage 100. 40,517; May, 186.
44.680. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee
Sunday necespaper.

Oakkoak, Northwestern daily. Average for 1904, 7.281. Average for the year, 1905, 7,658.



Actual aver. for 1908, 41.74%; First five months, 1906, 41.74%; First five months, 1906, 47.272. Has a larger circulation in Wisconsin than any other paper. Adv. \$2.80 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

Sheboygan, Daily Journal. Average 1908 1,610. Only paper with telegraphic service.

WYOMING.

Cheyehne, Tribune. Actual daily average net for 1905, 4.511.

BRITISH COLUMBIA.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1903. 4.356 (\$\pi_1\) for 1903, 4.308. U. S. Rep., H. C. Fisher, New York.

MANITOBA, CAN.

Winnipeg. Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Aver. for the year end. May, 700, 15, 752; aver. Last six months, 16,051.

Winnipeg, Free Press, daily and weekly. Average for 1905. daily, 80,048; weekly, 15,654. Daily, May, 1906, 84,180.

Winnipeg, Telegram. Daily av. '08. 18,787; last three months \$0.577. (Sat. average 25,000).

NOVA SCOTIA, CAN.

Halifax, Herald () and Evening Mail. Circulation, 1805, 15,558. Flat rate.

ONTARIO, CAN.

Terente. Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,088.

Terente. The News. Sworn average daily circulation for year ending Dec. 30, 1905, 38,282. Advertising rate 560, per inch. Flat.

Toronto. Star, daily. Daily average February, 1906, 41,928 copies.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904. daily 80,259;1905, 96,771; weekly, 48,207.

Montreal, Star. dy. &wy. Graham &Co. Av. for 1904. dy. 56.795. wy. 125.249, Av. for 1908. dy. 58.125; wy. 126,507.

We believe every live newspaper should be represented in your Roll of Honor. We have been represented there for several years and consider it a splendid advertising opportunity:— Lafe Young, Fr., Des Moines Capital, Des Moines, Iowa, March 3, 1906.

(OO) GOLD MARK PAPERS (OO)

Out of a grand total of 23,461 publications listed in the 19% issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (00 miles).

WASHINGTON, D. C.

"HE EVENING AND SUNDAY STAR (@@). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905. Daily 88,590 (66), Sunday 48,731, Wy. 04, 107, 925. AUGUSTA CHRONICLE (). Only morning paper; 1995 average 6,943.

GRAIN DEALERS' JOUI: NAL (60), Chicago, prints more cias'fi'd ads than all others in its line.

THE INLAND PRINTER, Chicago, (@ @). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (© O), Chicago, only "Gold Mark" baking journal Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER - JOURNAL (@ @).
Best paper in city; read by best people.

MASSACHUSETTS

Beaten. Am. Wool and Cotton Reporter. Rec-gnized organ of the cotton and woolen indus-ies of America (@ @).

BOSTON PILOT (© ©), every Saturday. Roman Catholis. Patrick M. Donance, manager.

BOSTON EVENING TRANS('RIPT (@@), est:

TEXTILE WORL 3D (6) Nearly 200 of its 400 advertisers utextile journal. It covers the field. isers use no other

WORCESTER L'OPINION PUBLIQUE (© ©) is is leading French daily of New England.

NORTHWESTERN MILLER

(⊕⑤) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (⊕⑥).

NEW YORK.

NEW YORK TIMES (@@). Largest high-class circulation.

BROOKLYN EAGLE (@@) is THE advertising medium of Brooklyn.

THE POST EXPRESS (66). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (@@).—An acknowledged authority.—Tribune, Lawrence, Kan.

ARMY AND NAVY JOURNAL (@@). First in it's class in circulation, influence and prestage.

VOGUE (36), the authority on fashions. Ten cents a copy; 34 a year. 11-13-15 E. 24th St., N. Y. THE CHURCHMAN (6 6). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

ELECTRICAL REVIEW (② ②) covers the field Read and studied by thousands. Oldert, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE. In 1905, average issue, 12,020 (). D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET HAILWAY JOURNAL (@@). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1996 was 8,160 copies.

NEW YORK HERALD (00). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (② ②). There are a few people in every community who know more than all the others. Taese people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (© ©). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a highgrade advertiser

ELECTRICAL WORLD (②②), established 1874.
The great international weekly Circulation audited, verified and certified by the Association of American Advertisers to be 32.898 average weekly from January 6th to March 3d, 1906.

O 11 141

CINCINNATI ENQUILER (© @). Great—influential—of world-wide fame. Best advertising medium in prosperous Biddle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYL VANIA.

CARRIAGE MONTHLY (@ @), Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (© ©) is Philadelphia's Great Home Newspaper, it is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any news-paper Sworn daily average 1905, 106,600; Sun-day average April, 1906, 156,234.

THE PITTSBURG (00) DISPATCH (00)

The newspaper that judicious advertisers always select first to cover the rich, productive. Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (@ @), a conservative enterprising newspaper without a single rival

SOUTH CAROLINA.

THE STATE (@@), Columbia, S. C. Highest quality, largest circulation in South Carolina.

THE NEWS AND COURIER (OO), Charleston S. C. Paid circulation of highest class in every part of South Carolina and adjoining States.

TENNESSEE.

THE TRADESMAN (@@) Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (⑤ ⑥) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (). On morning paper in Seattle. Oldest in State. paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (@ @) and the EVEN-ING Mall. Circulation 15.586, flat rate.

Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLURADO.

THE Denver Post, Sunday edition. April 15, 1906, contained 5,036 different classified ads, a total of 112 910 columns. The Post 15 the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion. seven words to the line.

CONNECTICUT.

M EMIDEN Conn. RECORD covers field of 56.000 population: working people are skilled mechanics. Classified rate, cents word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF CULUMBIA.

THE EVENING and SUNDAY STAR. Washington,
D. C. (© ©), carries DUBLE the number of
WART ADS of any other paper. Rate ic. a word.

GEORGIA

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

PEORIA (ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

KEARLY everybody who reads the Eng lish language in, around or about Chi cago, reads the Dally News," suy the Post-office Review. and that's why the Dally News is Chicago s "want ad" directory.

INDIANA.

THE Indianapolis News during the year 1905
I printed 96.982 more classified advertisements than all other dailies of indianapolis combined, printing a total of 296.941 separate paid Want and subject that time.

IOWA.

'I'HE Des Moines CAPITAL guarantees the lar-gest city and the largest total circulation in lows. The Want columns give spiendid re-turns always. The rate is I cent a word; by the month \$1\$ per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER AND LEADER: only morning paper; carries more "want" advertising than any other Iowa newspaper. One

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARY I. AND.

THE Baltimore Naws carries more Want Ads
than any other Baltimore daily. It is the
recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1996, printed a total of \$27.227 classified ads. There were no trades, deals or discounts. There was a gain of 9,990 over 1993, and was 15.347 more than any other Boston paper carried in 1903.



25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brock-

ton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN,

SAGINAW COURIER-HERALD (daily), only Sunday paper; leading medium; circulation in excess of 14,000; one cent a word.

MINNESUTA.

THE MINNEAPOLIS TRIBUNE is the recognised Want ad medium of Minneapolis,

THE Minneapolis Daily and Sunday Journal.
A carries more classified advertising that any other Minneapolis newspaper. No free Wants of the Minneapolis newspaper with the desired advertisements printed.
Correct statement of classified Wants printed in May, 162,768 lines. Individual advertisements, 23,995.

23,999. Circulation, 1908, 57,039; 1904, 64,384; 1905, 67,588. First five months 1506, 70,498. The average Sun-day circulation, 70,833.

THE MINERAPOLE TRIBUNE is the oldest Minnerapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily like evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper, it sublishes over 80 columns of Want advertisements every week at full price (average of two retenting and evening testes. Rate, 10 cents per line, Daily or Sunday.

MISSOURI

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 16c.

MONTANA.

THE Anaconda STANDARD is Montana's great
"Want-Ad" medium; ic. a word. Average
circulation (1905), 11,144; Sunday, 13,888.

NEBRASKA.

L INCOLN JOURNAL AND NEWS. Daily average 1906, 27,092, guaranteed. Cent a word.

NEW JERSEY.

NEWARK, N. J., Freie Zeitung (Paily and Sunday) reaches bulk of city's 100,000 Ger-mans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's

THE Post-Express is the best afternoon Want ad-medium in Rochester.

A LBANY EVENING JOURNAL. Fastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS. Mount Vernon. N. Y. Great-est Want ad medium in Westchester County.

N EWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

D UFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UMON, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

DRINTERS INK, published weekly. The rec-ognizes and leading Want of inclume for want ad mediums, mail order stricts, avereishing overlies, printing, typowrithen circlars, tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisering, 29 cents a line per issue flat; cfx words to a line. Sample cupies, ten cents.

NORTH DAKOTA.

CRAND FORKS HERALD. Circ. May, '08, 7,5'9.
Biggest Daily in North Dakota. La Coste & Maxwell, New York Representatives.

OUNGSTOWN VINDICATOR—Leading "Want" medium. Ic. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN. Okla. City. 12,661. Publishes more Wants than any four Okla. competitors.

OPEGON.

PORTLAND JOURNAL, Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester Pa. Times carries from two to five times more classified ads than any other paper. Greatest circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN! Want Ads. in THE BULLETIN bring prompt returns, because "in Phila-delphia nearly everybody reads THE BULLETIN."

Net paid average circulation for June, 1906: 220,699 copies per day.

(See Roll of Honor column.)

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest cir-culation and the best Want medium in R. I.

SOUTH CAROLINA. THE NEWS AND COURIER (@@), Charlecton, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 28c.

THE Columbia STATE (@ @) carries more Want ads than any other S. C. newspaper.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greateward and Admedium on the Canadian Pacific Coast. W. Clurence Fisher, 63t Temple Cours Bidg., N. Y., Special Fastern Agent.

CANADA.

THE Halifax HERALD (@@) and the Mail—Nova Scotia's recognized Want ad mediums.

L A PRESSE, Montreal. Largest daily circula-tion in Canada without exception. (Daily 95.82). daturdays 113.892—sworn to.) Carries more wantags than any French newspaper in the world

THE DAILY TELEGRAPH, St. John, N. B., is the want ad ractium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum conarge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailes combined. The FABLY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winniper FREE PRESS carries more dily paper in Canada and more advertisements than any other daily paper in Canada and more advertisements daily papers in the continuous combined. Moreover, the FREE Press carries a larger volume of general advertising than any other daily paper in the Dominion.

A CHALLENGE.

Broad Exchange Building, NEW YORK, July 3, 1906. Editor of PRINTERS' INK:

Comparatively few private business comparatively new private business concerns consider it wise to take the public into their confidence as to the volume of their business, but when one does—as a prominent Chicago advertising agency has done recently-and intimates that no other agency has ever shown more than a third the number of accounts than it carries upon its books, it seems pepper that this erron-eous statement should not go unchal-lenged. In your issue of April 18, 1906, you state that the firm referred to "now claims the distinction of being the largest general advertising agency in the United States" and that "they claim leadership, not only in the gross amount of advertising cleared through their organization, but also in the number of individual accounts on their books, these numbering 685 in February. It is said that no other agency has ever shown more than 200." We has ever shown more than 200." We believe that a number of agencies have as large a number of agencies have as large a number of accounts as the one you mention, and with the view of enlightening advertisers, who possibly are impressed by the volume of business transacted by various agencies, others may see fit to give the number of accounts they handle. We certainly have no objection to doing so; and, at the same time, call your attention to the fact that this agency is the second oldest in the United States, having been established in 1872. At the present time we have 649 ac-

At the present time we have 649 active accounts on our books and in addition 250 clients who favor us with their business occasionally—that is, whenever they have any. Over 50 per whenever they have any. Over 50 per cent of the active accounts have been handled for a period of ten years or longer, while a cons derable number of corporations and concerns with world-wide reputations have entrusted their business to us for periods of more than twenty. The periods of the control of the

business to us for periods of more than twenty-five years.

As to the volume of our business in dollars, we do not care to speak; at the same time, we may be pardoned for expressing surprise that the volume placed by our Chicago friends is not larger than they claim.

Yours very truly,
ALBERT FRANK & COMPANY,
By C. Armstrong, Treasurer.

An attractive little monthly for soliciting advertising, called the Rural Home Ploushare, now does duty as a "chaser" and persuader for the Metropolitan and Rural Home, New York City, circulating among mail-order and general advertisers.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from steroctype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pear i measure, 15 lines to the inch (35); 200 lines to the page (340). For specified position selected by the advertisers, if granted, double price a demanded. On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may and space used the perfect of the advertiser, and space used to the contracts of the advertiser. Two lines smallest advertisement taken. Six words make a line.

words make a line.

Everything appearing as reading matter is inserted free.
All advertisements must be handed in one week in advance.

> CHARLES J. ZINGG, Editor and Manager.

OFFICES: No. 10 SPRUCE ST. London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C

NEW YORK, JULY 11 1006.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

Competition is the mother of advertising.

THE Memphis Commercial-Appeal has purchased ground for a new building.

THE Tampa, Fla., Herald has installed a new Goss press and other equipment in its new building, and has practically moved in,

New York over fifty years ago, is to occupy a new building to be erected at Fifth avenue and 34th street, leaving the present store in 23d street as soon as it is John Adams Thayer, lately with ready.

THE Beers Advertising Agency, of New Haven, Conn., will move to Pittsfield, Mass.

THE American Tobacco Co. is extending its Star plug campaign into new territory. Contracts are now going out through Advertising Hampton Co. newspapers in the South and Southwest.

RUFUS H. JACKSON, for thirteen years business manager of the Hartford Times, died at his home in that city very suddenly June 25, of heart neuralgia, aged fortyfive years. Mr. Jackson, who was unmarried, entered the service of the Times in 1883.

THE O. J. Gude Company, of New York City, controlling the largest outdoor advertising plant in the metropolis, as well as bulletins and boards in surrounding territory, has been incorporated under the laws of New York State, capital \$500,000. The directors are Charles O. Maas, Kennedy and F. gerald, Jr.

ACCORDING to a recent Census bulletin a copy of a newspaper is turned out each week-day in this country for each four persons, or 19,624,757 copies.' On Sundays the number printed is 11,539,521. The total amount charged for advertising in 1905 was \$145,531,-811. The capital invested in printing and publishing is \$384,-021,359.

"PUBLIC OPINION" OUITS.

The magazine world continues to seethe during the hot months. It is now announced that Public Opinion, lately bought by Robert McClure, is to be merged with the Literary Digest, of which it has THE old linen store of James latterly been an echo. When the McCutcheon & Co., established in new Putnam Monthly is started the Critic will probably be absorbed by it. Rumor says that a new magazine, scheduled to appear in October, is backed by Everybody's.

THE editorial and business staff of the New York Commercial sold his special agency to I. M. gave a dinner to Edward Payson Simpson and E. C. Howe. The gave a dinner to Edward Payson Simpson and E. C. Howe. Call, that paper's publisher, June office has been removed from 1313 30, to mark the second anniversary of his taking charge of the twelfth floor of the Hartford Commercial.

MR. E. E. PHILLIPS, who has represented McClure's Magazine for the past five years, is now connected with the advertising the department of American Magazine, and will cover the New York State field.

Mr. OSCAR WARNER has accepted the position of general manager of the Decauville Automobile Co., 56th st. and Broadway, New York. Mr. Warner has been with the R. E. Dietz Company, manufacturers of lanterns, for the past 15 years.

MR. ROBERT CADE WILSON, who for the past ten years has been in charge of the advertising department of the American Magazine (formerly Leslie's Monthly), will continue as advertising manager under the new ownership of the Phillips Publishing Company.

A NEW special agency, W. H. Benjamin & Co., has been opened in the Tribune Building, Mr. Benjamin was form-York. erly advertising manager of the Press-Knickerbocker-Express, Albany, and represents that paper, together with the Post-Express, of Rochester.

CHATTY RETAIL TALKS.

"Talks by the Old Storekeeper" is a neat little volume published by Co., Delhi, N. Y. Frank Farringtail methods and advertising, and Domestic Sciences. old storekeeper tell his experi- in the present company at Niaences, makes entertaining reading gara Falls and moved to Baltiof instructive matter. ers at a moderate price to mer- instructing young men and womchants.

MR. PIERCE UNDERWOOD has Hartford Bldg., Chicago, to the Building.

MR. WILBUR THAIN has joined the forces of the Underwood Advertising Company, 1213 Hartford Building, Chicago, special agents for Appeal to Reason, Postmaster's Advocate and The Etude. Mr. Thain was formerly with A. E. Dunn, representing The Methodists.

"INDIANA and Ohio Corn Lands" is a realty book for farmers, from O. Gandy & Co., brokers in farm properties, Churubusco, Ind. A map of parts of Indiana, Ohio, Illinois and Michigan is given, then detailed descriptions of properties for sale in various localities. But the best part of this book is its straightforward talk on differences in land through the several States named, so that a prospect coming from a distance will not be deceived in values.

SHREDDED DEATH OF WHEAT INVENTOR.

Henry D. Perky, inventor of Shredded Wheat products, died suddenly at his farm near Baltimore on June 29, aged sixty-three, his death being hastened by a fall a month previous, though he had long been ill. Mr. Perky first invented his famous food specialty as a cure for indigestion, from which he suffered personally, and was the inventor of over fifty the Merchants' Helps Publishing other vegetarian foods, as well as a confirmed vegetarian. His first ton, the author, has condensed in Shredded Wheat plant was at a series of brief talks a good deal Worcester, Mass., where he sunk of practical knowledge about re- \$250,000 in the Oread Institute of Two years the form adopted, of having an ago he disposed of his interests The vol- more to engage in philanthropic ume is sold direct by the publish- work, founding an institute for en in factory welfare work.

WILLIAM S. BRUNO, publisher of a monthly journal, the *Price* vertising—at least, it seems to be List, died June 30 at his home in new—is the publication in the New York City, after a lingering Saturday Evening Post of small illness. He was a native of Gercards by houses that develop and many, and entered publishing print camera films for amateurs. after experience in banking.

The statements which show copies prices for the service. printed day by day for a year past, a quarter, or a month past, are the statements in which the advertiser places confidence,

selling. The publication office is outdoor men. at 684 Broadway, New York.

advertising on the American plan.

H. G. Selfridge, late with Marshall Field & Co., Chicago, and for a time owner of the Selfridge papers of that city. The Selfridge papers of that city. the projectors, and the firm, recently capitalized at \$5,000,000, is Selfridge & Waring. The estab-lishment will be in Oxford street.

SAN FRANCISCO "CHRON-ICLE" HAS HOME AGAIN.

The San Francisco Chronicle is installed in its permanent building, an annex of the old building which was under construction at the time of the fire, and has a perfectly equipped plant, comprising a monster sextuple Hoe press and double supplement The sextuple was boxed ready to ship to the Chronicle just before the disaster. The entire old building was not entirely deold building was not entirely described by the Chronicle to issue papers under great difficulties at the plant of the Oakland Herald.

"I want wnat I want wnen I

Two concerns that seek such work nationally are the Judge & "HIGHWATER MARK" circulation Dolph Drug Co., St. Louis, and claims are generally a confession Cole & Co., Asbury Park, N. J. of a small average circulation. Part of the appeal is made in low

BILLPOSTERS' CONVEN-TION.

The annual convention of the THE Post Card Dealer is a new Associated Billposters and Dismonthly journal covering news of tributors of the United States and the post card, brought into such Canada will be held at the Audi-prominence the past few years. torium, Chicago, July 10-13. A Published by Kelsey Burr Gould, meeting of the association's di-who is also editor, it shows re-rectors to close the year's busiproductions of late post card ness, preparatory to election, was novelties, and gives stationers held on July 9. This was the hints on displaying such stock and sixteenth annual meeting of the

SHINES IN INDIANAPOLIS.

for a time owner of the Schles- afternoon paper without a Sun-inger & Mayer store, is one of day edition, has been published in Indianapolis for eighteen years without material change of management or consolidation with other papers, and was the first one-cent newspaper in its State, it is said. F. L. Purdy is publisher.

STREET CARS FIGHT SUB-STITUTION.

insure advertisers rightful proportion of demand created by street-car advertising, there are now being carried in 10.000 cars throughout the country, controlled by the Street Railways Advertising Co., New York, the following card in prominent red lettering:

"I want what I want when I want

THEODORE ROOSEVELT'S "talk to his neighbors," at Oyster Bay on July Agency, Marquette Building, Chi-4th, reveals the true greatness of the cago, is putting out a ten page ad man. It illustrates the difference be-in magazines for the Hoosac tween the responsible statesman and Tunnel & Mining Co. the irresponsible demagogues.

ONE hundred advertising men of Springfield, Ill., and vicinity dined in Chicago recently, the guests of Chicago advertising guests of Chicago advertising men. The Springfield club is five months old, and includes all engaged in advertising in Southern Illinois. The officers are: Presi-

RALPH H. SHONE, who for some time has been at the head of the manufacturing department of the Hampton Advertising Co., has resigned in order to become advertising manager of Saks & Company, of Washington, D. C. Mr. Shone has had considerable experience in the advertising busi- MR. ness. He was formerly assistant advertising manager of Straw-bridge & Clothier, of Philadelphia, where his work attracted considerable attention.

MAGAZINE PUBLISHER KILLED.

In a disastrous train wreck between Plymouth and London, July 1, Louis Cassier, publisher of Cassier's Magazine and the Electrical Age, 7 West 20th street, New York, was killed. Mr. Cas-sier was forty-five years old, and leaves a widow. Cassier's Magazine, devoted to engineering, was established 1891, and the Electrical Age, also monthly, in 1883. Mr. Cassier had worked hard for years, and when he went abroad recently for a few weeks' business trip said that he hoped soon to be able to retire. He was a Bostonian by birth, and lived at Trumbull, Conn. J. Walter Thompson, the New York general agent, now in England, was his close friend, and has made arrangements for shipping the body to this country. Mr. Cassier left no children.

THE Ben Leven Advertising

IN BOSTON.

The leading story in this issue of PRINTERS' INK is told by Mr. Frank W. Tully, who had promised it to the editor for some time. The longer it took to get it the better it grew. It is a remarkably interesting story, notable for the painstaking care of a well condent, Nicholas Roberts; vice-president, Frederick Macey; sec-retary, H. E. J. Knotts.

painstaking care of a well con-ducted establishment to ascertain publicity results, causes and efpublicity results, causes and ef-The Filene store of Boston fects. is unique in this respect. No wonder the store grows and grows. Mr. Tully was known to assert not very long ago, that in Boston, the daily and Sunday Globe led all other newspapers as to ascertained, tangible results.

COCKRAN'S RESOLUTION FAILS TO PASS THE HOUSE.

Washington, June 28.—The trial of Norman Hapgood, editor of Collier's Weekly, on the charge of libel, which occupied public attention recently, was reviewed to-day in the House by Bourke Cockran, of New York, who endeavored to get before the House his resolution calling on the Postmaster-General for information as to whether Town Topics was permitted to circulate through the mails. Mr. Cockran insisted that the verdict of the jury fixed the standard of the paper. He said it was not the right of a department of the government to lend itself to its was not the right of a department of the government to lend itself to its circulation, and he reasoned that its position was clearly disclosed in the verdict of the jury acquitting Happood, who had admitted on the stand that he had written the words alleged to be libelous. Mr. Overstreet, of Indiana, raised a point of order against the resolution, saying that it had never been the province of the government to pass on the character of newspapers except as they might infringe on the fraud order. He suggested that a bill be introduced,

as they might infringe on the traud order. He suggested that a bill be introduced.

"There is no legislation necessary. We all know how this newspaper stands," replied Mr. Cockran.

The Speaker sustained the point of order, although Mr. Cockran said he would gladly strike out the preamble if he could secure the information desired from the Postoffice Department. This, the Speaker said, was also out of order, and the resolution failed of passage.—New York Tribune, June 29, 1906. 1906.

THE Dake Advertising Agency, burned out at San Francisco, will erect a two-story building there for its own use. Temporary offices are now at 1004 Masonic avenue, San Francisco.

An excellent piece of realty literature is a booklet designed to moderate-price homes in Stewart Ridge, near Chicago, handled by A. J. Smith & Son, realty, 12,000 South Halsted street, that city. With the home appeal chiefly in mind, the writer scriptions such details as bath- are found has been covered, acrooms, closets, pantries, construc- cording to the publishers, and a tion, etc.

SPECIAL AGENCY IN ST. LOUIS.

The growing importance of St. Louis as an advertising center is denoted by the recent establish-ment in that city of a special agency for the Boston Globe, New York Sun, Chicago Journal, San Francisco Bulletin and Philadel-These phia North American. papers are represented by Guy S. Osborn, who has offices in Chicago too, where his list includes the St. Louis Globe-Democrat. Wm. E. Seip, Jr., takes charge of the St. Louis special agency, which is in the Globe-Democrat Building.

APPROVES THE LITTLE SCHOOL-MASTER'S POSITION. 309-310-311 Michigan Boulevard,

CHICAGO, June 28, 1906. Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

The inclosed clipping taken from today's Chicago Record-Herald was brought to the writer's attention; and permit me to say that at the time the article was published by you in PRINTERS' INK, referring to the Town Topics advertising. I was favorably impressed by your stand in this matter, and I feel satisfied that every individual that is interested in uplifting advertising to the plane that it deserves is with you in the stand you have taken in this matter. matter.

Let the good work go on and if it does go on advertising will finally find the place that it has cut out for itself. Yours very truly,

GERMAN MAGAZINES MERGED.

The consolidation of Die Deutsche Hausfrau and the Modernes Journal. both German monthly magazines for women, published at Milwaukee, is announced by the Hausfrau Publishing Co. The merger takes effect with the July number, and the new title will be Die Deutsche Hausfrau und Modernes Journal. The last-named publication was established in October, 1905, while the Hausfrau, sometimes called of this booklet has made it turn "the German Ladies' Home Jour-almost entirely on houses, show- nal," is in its third year. Every ing by half-tones and brief de- community where German readers minimum monthly edition of 125,000 is now guaranteed, national in distribution, with a rate of fifty cents a line. Louis Klebahn has charge of the magazine's New York office, at 523 Temple Court.

AD GOLF AT ATLANTIC CITY.

In the tournament held by the American Golf Association of Advertising Interests at Atlantic City, June 25-29, sixty golfers competed, the highest honors being won by a woman, Miss M. Eleanor Freeman, daughter of Wm. C. Freeman, of the Hearst papers. The next tournament is to be held in Chicago in the summer of 1907. The following officers were elected:

Officers were elected:
President, James L. Stack, Chicago; vicepresident, Erman J. Ridgway, New York;
secretary-treasurer, C. H. Stoddard, Chicago.
Board of governors—Elbert H. Baker, Cleveland Plain Dealer; B. D. Butler, Clover Leal
Newspapers; L. T. Bovd, Milwaukee Journal;
C. E. Davis, A. M. Rothschild & Co., Chicago; Walter E. Edge, secretary Country,
Club, Atlantic City; John C. Eastman, pub
lisher Chicago Journal; George L. Fordyce
Youngstown, O.; William C. Freeman, Hears
Sunday Magazine; Rudolph Kleybolte, New Youngstown, O.; William C. Freeman, Hearst Sunday Magazine; Rudolph Kleybolts, New York; Frank Presbrey, New York; Erman J. Ridgway, New York; James L. Stack, Chi-cago; C. H. Stoddard, Chicago; Walte-Smedley, Philadelphia; F. E. Sands. Meriden (Conn.) Daily Journal; Leonard Lufts, owner "Pinehurst:" Clarence C. Vernam, Ainslee N. Y.; R. R. Whitman, Chicago.

AN ADVERTISING AGENT? WHAT IS

O. E. Binner, President. instead of working him.

THE first annual picnic of the employees of the Manitoba Free Press, was held at Elm Park, Winnipeg, June 23. A list of events shows that the day was given up to amateur races, a babyshow, a base-ball game in sacks, a football game, tug-of-war and quoit match.

ALBERT E. KUEHNE, long manager of the Philadelphia German Daily Gazette, has been arrested on the charge of embezzlement from that paper, its publishers charging that he has taken \$13,000 while in a position of trust. The accused man is sixty-eight years old, and was business manager under the German Gazette's founder, Carl Frederick Mayer, who died six years ago. Under the administration of the founder's sons and widow he was continued in the office.

SHOULD BE PROSPERITY MADE KNOWN.

A raise in wages for nearly the sale of Oriental wares. Woonsocket, R. I., and Fall River, Taunton, New Bedford

purchasing power. latest details of his towns prosperity in Printers' Ink or mate the value of the name at
through literature, getting it to
the advertising public in some to the corporation. The heirs of
way, is not living up to the progressiveness and good fortune of
his own community.

WORDS.

A handy tool for the writer who worries about the absolute purity of his language is found in "A Desk-Book of Errors in English," compiled by Frank H. Vizetelly, and published by Funk & Wagnalls, New York. The volume is compact, and all the black beasts and poor relations of speech and writings have been grouped alphabetically, each with its criminal record. Each also has its anti-Slang words are included, and the book is written in paragraph form that makes it more or less interesting to read-for those who like to keep in touch with the political movements in word usage.

A VALUABLE NAME.

The New York Supreme Court is asked to enjoin A. A. Vantine & Co., the New York joint stock company which conducts an Oriental store, from the use of the name Vantine in connection with 25,000 cotton-mill operatives is 1882 Ashley A. Vantine retired announced, benefiting the cities of from partnership in the firm, except so far as related to the River, Taunton, New Bedford Turkish rugs and carpets, which and other places in Massachusetts.

From Oregon City, Ore., comes mews of an increase in wages of poration, and Henry K. Bull, Jr., pulp-mill workers that distributes continued to carry on the other \$45,000 a year more money in a business of the firm. Five years town of 5,000 people. later Mr. Vantine entered into an The Seattle Post-Intelligencer agreement by which he consented chronicles the first shipment of to the use of his name for fifteen gold from Alaska this season, years. That agreement expired, \$2,000,000, and says that the re- according to the executors, on ceipts will probably aggregate December 9, 1902, and all right in \$26,000,000 for the season. December 9, 1902, and all right in the name A, A. Vantine in con-These are items of information nection with the Oriental import. of the most direct interest to ing business reverted to the heirs general advertisers, for they con- of Ashley A. Vantine. The devey positive proof of increased fendants, however, have continued Such items to use the name, asserting that should never fail to see the light the corporation acquired title to in some form, and the newspaper it in 1804 and that Mr. Vantine's publisher who does not publish heirs lost all right in the name at latest details of his town's pros- his death. The executors esti-

ONE WAY TO USE ROWELL'S DIREC-TORY

ern city, a man who receives many Brown, and for the past six years. visits in the course of a year from managing editor of the Evening retail merchants hailing from Post. With him will be associ-every part of the country, says ated Paul Elmer More, literary that Rowell's American Newspa- editor of the Evening Post. per Directory is always in reach at his office. Apart from valuable ANOTHER BOOK information it yields in making VERTISING up lists of mediums, he utilizes the book as a gazetteer. When informed that a merchant is to call upon him, he looks up his visitor's home town, notes its position, population, distance from the next largest town, industries, etc., and also its newspapers. When his visitor comes in the advertising man is prepared to discuss the local papers intelligently, and his knowledge of the and good fellowship,

as hack work. N. Y. Herald.

AFTER forty-one years of service as editor of the Nation, New York, Wendell Phillips Garrison The advertising manager of a by Hammond Lamont, formerly large clothing house in an East- of the faculty at Harvard and

ON AD-VERTISING.

From Buffalo comes a clothbound volume entitled "Practical Publicity," written by Truman A. DeWeese, advertising manager of the Shredded Wheat products. It is dedicated to "the producers of the world," and the author, in his preface, states that his work is not intended to be a primer of advertising, nor an elementary treatise on the "profession of publicity," nor a history of advertisretailer's own community gives licity," nor a history of advertis-an immediate basis of confidence ing, nor a brief for publisher or agency, nor a work on psychology, nor any other of the halfdozen kinds of books on advertis-PERHAPS there is no more diffi- ing known to man. Then, having cult problem in the world of busi- led his reader to expect a wholly ness than to arrive at a fair judg- new kind of book because, as he ment of the advertising value of modestly states in his preface, it space in a newspaper. It is as has been written "by a man who intangible as is the something that has had wide experience in writlifts a great picture above the ing 'copy,' originating designs and level of a mere painting. The planning advertising campaigns, canvas of each may be alike, the who has expended a quarter of a colors from the same tubes, laid million dollars yearly," etc., he on by the same brushes, yet the proceeds to deliver rather a trite result may have a market value and rambling account of adverof \$100,000 a square foot as a tising theory and practice. There Meissonier or \$5 a square yard are chapters on advertising for Circulation is retailers, banks, railways, often the only claim to an adver-tiser's attention that a newspaper ish sort of suggestions in each. presents. But circulation alone Mr. DeWeese seems to be entirely is far from being the all in all. sincere in his belief that he knows There must be circulation or something about each field touch-The more circulation there is the pression that he has written out a better for the advertiser—if the resumé of most of the things he right people are reached by it in has read about advertising. It is the right way. And there the difficult to see any practical purproblem appears. Who reads the pose for it, or to recommend it newspaper is vastly more important to the advertiser in its columns than how many read it.—

lishers are the Matthews-Northrup Works, Buffalo,

F. J. CAMPBELL, who has been in charge of the advertising of the Pontiac Daily Press for the past three years, has resigned that position and goes with the Aerocar Company of Detroit, where he will look after the publicity in-terests of that aggressive automobile concern.

More Business is the name of a small monthly magazine pub-Ished in the interests of the H. Sumner Sternberg Advertising Service, 33 Union Square, New York. It goes to clients and prospects in the men's clothing and furnishing trades, in which this great has a number of acthis agency has a number of accounts.

IF Herbert Spencer were alive at this time he would point out, as he pointed out before, that the discovery of evils is the first step direction of remedying them, and that the main thing is for people not to be indifferent to such public questions. Those who talk about "American business morality" would do well to turn to the essays in which he denounced the flagrant trade immorality of his own country. It is a pity that the sensational sociologists of the day don't imitate him in striving to see all around the subjects that they deal with. -N. Y. Sun, June 26, 1906.

AMATEUR MAIL ORDER DEALERS.

The Association of American Mail Order Men is an organization of about 200 dealers in novelties who advertise to some extent in mail-order publications, dis-tribute printed matter and carry on a small business as an adjunct to some regular occupation. A worthy of standing in the monthly bulletin is issued from eyes of general adver-440 West 125th street, New York. The officers are:

President—J. B. G. McElroy, 515 Pearl street, New York; first vice-president—E. S. Jones, 6 Green Lane, Worgent—E. 5. Jones, o treen Lane, Wor-cester, Mass,; second vice-president—J. S. Wetzel, 112 Lawrence street, New York; secretary—R. W. Lindsay, 929 Courtlandt avenue, New York; treas-urer—M. F. Polsen, 3 Henry street, Brooklyn, N. Y.

FRAUD ORDERS.

FRAUD ORDERS.

Our Washington correspondent in recently synopsizing the Crumpacker bill to limit the power of the Postoffice Department in issuing "fraud orders," so called, noted that the sentiment of Congress in favor of providing a judicial review of the edicts under which the use of the mails is denied is steadily growing. Mr. Crumpacker's proposal is to make the issuing of a fraud order dependent on the approval of a court. The Postmaster-General must give notice of intention to cut off the privilege of the mails, and the party affected has fifteen days within which to go into court to prove, if he can, his right to continued postal facilities. Mr. Crumpacker, in the document accompanying his bill, which has been favorably reported to the House, severely criticises the methods now in practice as compelling the citizen to prove his innocence of fraud without affording him an opportunity to see the evidence is confidential and has been brought together by postoffice inspectors, and inspectors are apt to consider Our Washington correspondent in redence is connential and has been brought together by postofice inspectors, and inspectors are apt to consider success as a duty and conviction as success. Moreover, it is an act of grace in the Postmaster-General to accord a hearing. It is a positive great grace in the Postmaster-General to ac-cord a hearing. It is a privilege grant-ed; not a right recognized. At present the only remedy within the reach of the citizen who feels himself aggrieved is to go into court and seek an in-junction against the enforcement, not the issuance, of "a fraud order." Usu-ally the quest is fruitless as the burden of judicial decisions is that the use ally the quest is fruitless as the burden of judicial decisions is that the use of the mails is not a vested or property right. The power the Postmaster-General now has in the matter may be lodged in safe hands, but a successor might be moved by a spirit of inquistorial autocracy that would lead to the gravest public inconvenience. It must be remembered, too, that the denial of the privilege of the mails extends to all the correspondence of the party affected, and that letters having no relation to the business charged with being fraudulent come under the interdiction. The man against whom a fraud order is issued is, as Mr. Crumpacker in effect says, isolated from his kind, so far as the Postoffice Department can accomplish his isolation.—

Boston Transcript.

Every publication worthy of standing in the tisers, should advertise what it has for salespace; and for the same reason as it expects the advertiser to advertise his goods.

"More Dollars for the Mail-Order Man" is a booklet from fact, in respect to its cartoons, it has no competitor. There is no reason more than the most of the why the pen of satire should not be used to mail-order success in various lines, with a view to interesting and kindred evils. The Ram's Horn has demonstrated that this can be done, and yet in a style that is not offensive the reader in Mr. Gardner's ser-"More Dollars for the Mailvices as a mail-order agent.

GOOD. WORK,

in advertising for tourist business has lately issued a commendable booklet with the wilderness flavor, This volume is entitled "Pe-eshag-may-gwa-ock," an Otchipwe phrase for "Come to the wilder-Then follows an Indian legend, taken from these same people, and after that a chapter describing the Minnesota & International country. W. H. Gemmell, of St. Paul, is general manager of the road,

A CONSOLIDATION OF RE-PAPERS. LIGIOUS

A correspondent writes:

The announcement of the purchase of the Union Gospel News, of Cleveland, by the Ram's Horn Company, of Chicago, marks another advance step in the development of the Ram's Horn. in the development of the Ram's Horn. The history of this aggressive and somewhat unique publication has commanded considerable interest during the past ten or twelve years. The significant fact is that it has been established and built up into a paper that is a real force in national affairs with a circulation that has averaged considerably more than one hundred thousand copies weekly, and this has been done during a time when other papers of its class are supposed to have experienced more than usual difficulty in ma'ntaining their lists, The Ram's in ma'ntaining their lists, The Rom's Horn is avowedly and aggressively religious. The fact, however, that it strictly independent and unsectarian has doubtless given it a decided advantage, for sectarian lines have been drawn for sectarian lines have been drawn less strictly than in any previous period. The use by the Ram's Horn also of the spiev, pointed epigram, has separated it from the ordinary religious paper which still deals very often in heavy articles and long sermons. The thing that has made the Rom's Horn the most distinct of all is its picture and cartoon work, in which it has been

decidedly the leader in its class. In fact, in respect to its cartoons, it has

It is significant that the Ram's Horn's constituency is made up so largely of the intelligent, aggressive, up-to-date, independent classes. They may be radically in carnet but they GOOD WORK.

The Minnesota & International Railway doesn't run everywhere, being confined at present to a section of upper Minnesota between Red and Mille Lakes. But it does run through the wilderness, and in advertising for tourist business

and that there will not be room for many besides themselves.

The acquisition by the Ram's Horn of the Union Gospel News property will make a combined list that will put the paper in a place of even greater prestige than it has held hitherto, since it will now have not more than one rival to dispute its place as the largest proposition in religious journalism.

Rowell's American Newspaper Directory for 1906 fixes the circulation of the Ram's Horn for the year 1905 at yA, which means over 75,000 copies printed as an average issue during the year. The Union Gospel News has a rating in Arabic figures in the 1906 issue of Rowell's Directory. It is credited with a weekly actual average of 71,496 copies printed during the year 1905.

WILLIAMSPORT "SUN" BUILD.

A building site at the corner of West Fourth and Hepburn streets, Williamsport, Pa., has been purchased by the Sun, that city, and the property will event-ually be occupied with a building for the paper, though plans have not yet been made. The site is said to be on the highest plot of ground in the city, and is close to the postoffice and all railroad The Sun & Banner stations. Publishing Co., which bought the Sun from James W. Sweely, two years ago, is headed by John G. Hammer, president, and George E. Graff, secretary and treasurer. On July 2 the paper issued a large special supplement commemorating Williamsport's centennial.

HOW MRS. M. M. KING, OF BROOK-LYN, BECAME NOT MERELY A WRITER OF ADVERTISEMENTS, . BUT A FULL-FLEDGED ADVERTISING AGENT.

in the Mechanics' Bank Building, account. Little by little, however, 215 Montague street, Brooklyn, is I became familiar with the details a sign reading: M. M. King, Ad- of the business, and when people vertising Agent for all Newspa- began to leave with me adverpers. Inside the office a pleasant_ tisements for papers other than faced woman sits at a desk, the Herald it occurred to me surrounded by newspaper files, that if business came to me and if the visitor Is this Mr. King's office? she probably secure a good deal says: Yes, adding before one can more if I made an effort to get inquire when he will be back that it. About the same time, too, I she, herself, is "Mr." King,

Mrs. Weil built up a profitable an uncertainty. It wasn't long, business, and was recognized as an however, before I found that advertising agent not only by the there was more money in adverbut by the Association of American Newspaper Publishers as well, ed this office and became a full-The business founded by Mrs. fledged advertising agent."

Weil is still conducted by the "Did you have any difficulty in -Mrs. R. A. Craig, whose offices New York and Brooklyn papers?" are in the Potter Building.

Herald shared a part of our office,

WOMAN IN ADVERTISING, and when he was out I sometimes received advertisements that were brought in, classified advertisements principally, but occasionally display ads as well. I had no knowledge of the advertising business at that time and no idea On the glass panel of a door of embarking in it on my own inquires: without the asking I became acquainted with PRINT-As a contribution to the history ERS' INK, and from the Little of Woman in Advertising it may Schoolmaster I gained a knowlbe said that Mrs. King is not the edge of what a big field is emfirst woman to become an adver- braced in the world of advertistising agent. So far as the re- ing. Then I determined to see porter was able to learn the first if I could not obtain some clients woman advertising agent was the of my own with a view to making late Mrs. M. C. Weil, who for some money "on the side," as the many years had an office in the saying is, for I wasn't ready as old Times building, New York, yet to give up a steady job for New York and Brooklyn papers tising than in my telegraphic

friend to whom she bequeathed it securing recognition from the

"No, the papers have treated Mrs. King is not a disciple of me very well. In the beginning Mrs. Weil, nor of Mrs. Craig. some question as to my financial She became an advertising agent, responsibility was raised but I she says, through force of cir- answered that by sending a check cumstances, not even knowing at with the order and no further obthe time that any other woman jection to allowing me a commishad achieved success in that field, sion was made. I am recognized "Before my marriage," said as an agent now by all the New Mrs. King to a reporter of PRINT- York and Brooklyn papers, and by ERS' INK, "I was a telegraph some out-of-town papers as well. operator, and after my husband's No paper has ever lost a penny death, being obliged to earn my through me, though in one or two living, I naturally went back to cases I have had to pay the bills the work with which I was famil- out of my own pocket. That is iar. I secured employment with the an experience that every beginner Mutual District Telegraph Com- has to undergo, I suppose, but pany and was assigned to an office after being stuck once or twice on Court street, Brooklyn. The one becomes more careful as to Brooklyn agent of the New York the kind of accounts one accepts." Questioned concerning

tising field is a very good one for observed in the business world women. No, I don't believe that as well will learn that she is the fact one is a woman either mightily mistaken." helps or hinders one in this busianything about that; they want to know what you can do to help them in their business. If you can relieve them of the work of preparing copy, revising proof, checking insertions, etc., they or a woman. Many of my clients entered into correspondence with me under the impression that I world. I think it is a mistake for a business woman to expect Brooklyn, favors because she is a woman; and whether she expects them or not," added Mrs. King with a NEWSPAPER HEADINGS ILLUSsmile, "she won't get them."

"Suppose you and another agent, a man, were after the same client," asked the reporter, "don't you think that the fact that you are a woman would help you se-

cure the business?"

"No, I don't," said Mrs. King. "I think the man whose business we were after would ask each of us what we could do for him and would give the contract to the one that could serve him best, and so far as I am concerned I wouldn't expect to get his account unless I could serve him as well or better than the other agent. If there was any truth in the supposition that a woman is favored in business because of her sex it would be natural to expect the other agent, the man, to stand aside and let the woman get the business, wouldn't it? Well, they don't, and frankly I don't see why they should. They have their living to make, just as I have, and possibly a wife to support as well. Why should a man favor me to the detriment of another woman

opinion of the opportunities that -his wife? My experience has exist for women in the advertis- been that any woman who eming field Mrs. King said:
"My own success naturally the idea that the maxim of the makes me believe that the adver-social world, "Ladies first," is

helps or hinders one in this busi-ness. Business men don't care her clients, Mrs. King said that in many cases she prepares, herself, all the advertisements put out, drawing frequently on PRINT-TERS' INK for ideas. She has built up a profitable business in classified advertising and has a don't care whether you are a man number of customers as well who use ads of 100 lines each and upwards. She makes a specialty me under the impression that a of real estate advertising, humbers a man and when they come in here to see me they ask for McLaughlin Real Estate Comman, King," When I tell them that I am Mr. King it makes no difference. The question of sex cuts no figure in the business Realty Co., Henchel & Co., Bosca Realty Co. and the Bankers' Land of real estate advertising, numand Mortgage Company-all of

TRATED.



"THE MILWAUKEE SENTINEL,"

THE POSTAL DEFICIT AND SECOND-CLASS MATTER.

An organization of business men, connected, An organization of business men, connected, I believe, with certain boards of trade, has been working several years for one-cent postage, and are still at it, judging from literature now being circulated in its behalf. It seems its purpose is to have only two kinds of mail matter—sealed letters and postal that the control of the contr

cards in one class, and in the other, newspa-pers, other printed matter and merchandise. The principal aim seems to be to make letters and all other things but newspapers pay one-half what they now pay, and to require news-papers to pay eight times as much.

The wise doctors, who seek to cure postal

inequalities in this curious manner, of course, do not give the slightest credit to the news-papers for creating first-class mail through correspondence between the men who advertise and those who answer advertisements; they appear not to the people, from a universal reading of the public press, is a large factor in forming the letter-writing habit; they seem not to know that the ignorant do not write letters nor transact important business; nor are they aware that publishers of widely circulated newspapers spend almost as much for postage for first and

spend almost as much for postage for first and third-class matter in the conduct of their business, as upon second. They may know these things, but they choose to ignore them.

They want to be able to mail their own letters at a-cent-apiece; and to bolster up their cause, they make the following statement in their circular: "During the year 1004, there was of second-class matter 610,000,000 pounds, costing to mail 16% cents per pound, a total of \$100,606,000; receipts from second-class matter being only \$100,000,000 pounds, costing to mail 16% cents per pound, a total of \$100,606,000; receipts from second-class matter being only \$100,000,000 pounds, costing to mail 16% cents per pound, a total of \$100,606,000; receipts from second-class matter being only \$100,000,000 pounds, costing to make the second s \$101,026,000; receipts from second-class matter being only \$5,697,108; showing a loss to the Government from publishers' subsidy' of \$95,938,802." Why did not they make it \$905,000,000 and be done with it? Such a declara-tion would have been a little further from the truth, but it would be more picturesque and

coo, oo and be done with it? Such a declaration would have been a little further from the truth, but it would be more picturesque and quite as convincing.

This warped statement, it is said, is not original with them, but is taken from the Post-office Department's reports. Perhaps it was, but if anybody believes it, he must be amazingly credulous. Some such statement as this is, I know, a standing joke of the Department, originated several years ago by some novice at the head of postal affairs, but it has about had its day. It does no credit, at this late hour, for any postal reformers to try to revive it. They have got to tell the truth, or go out of the postal reform business.

Much is said by the good people, who wish to charge every postal sin on newspaper publishers, about the postal deficit. Now, is there such a thing as a postal deficit? Let us see about this. On April 9th, when the post-office appropriation bill was before Congress, the Hon, David J. Foster said, in a speech in the House, that there is no real deficit. He said: "Because of the existing system of book-keeping, the Post-Office Department is made to carry the burden that naturally and properly belongs to the other executive departments. Under the franking privilege, the Post-Office Department is compelled to pay the expense of carrying the free mall matter sent out by the Agricultural Department, the Department of the Interior, the Department of Commerce and Labor, and the Department of Office Department, the Department of Commerce and Labor, and the Department, and the whole expense is piled upon the Post-Office Department, is and the reby it is made to appear that there is a deficit,

"In 1899, when there was a general weighing of the mail all over the country, pains were taken to weigh the mail which came from these various Government departments. Now, figuring out the cost of carrying the mail for these departments for the year 1906 upon this basis, we find that it cost the Post-Office far more than \$0,000,000. It is safe to say that it cost the Post-Office Department annually not less than \$20,000,000 to carry and distribute the mails sent out free by the legislative and executive departments of the Government.

But I will be entirely conservative and say that the expense of carrying all the franked matter, including that of the Post-Office Department itself, amounts to \$20,000,000, and Department itself, amounts to \$20,000,000, and then allow \$5,000,000 for the expense of carrying the franked matter of the Post-Office Department alone, and there are \$15,000,000 now charged to the Post-Office Department which in on way belongs to it, and which should be harged up to the other departments of the Co-carged to the other departments.

of the Government.
"The more one investigates this question, the more the conclusion is forced upon him that the Post-Office Department is carrying a burden the Post-Omce Department is carrying a burden of nearly, if not quite, \$15,000,000, which belongs wholly to the other departments. So, Mr. Chairman, it is perfectly apparent that instead of a deficit in the revenues of the Post-Office Department for the last fiscal year of \$14,600,000, there was absolutely no deficit

whatever.
"The Post-Office Department is, in point of fact, self-supporting, and that with a correct system of book-keeping it would be shown to be self-supporting, and absolutely the only self-supporting department of the Government. The Post-Office Department of the Government is the only department of the Government which does not cost Government one single cent."

I simply quote from the honorable member's speech, assuming no responsibility for the cor-rectness of the statement, but I have never rectness of the statement, but I have never heard that it has been questioned. Now, let us take the Agricultural Department and consider the vast amount of free mail matter sent out by the different bureaus. There is the Weather Bureau, the Bureau of Chemistry, of Plant Industry, of Animal Industry, of Entomology, of Forestry, etc., all busy the year round patronizing Uncle Sam's postage facilities, and not paying anything for them. Not only is mail sent out postage free from these departments, but envelopes are enclosed to be returned in corenvelopes are enclosed to be returned in cor-respondence free of postage, and this not only from the Agricultural Department, but from all other departments.

Consider the hundreds of tons of agricultural Consider the hundreds of tons of agricultural literature sent out by the Hon. James Wilson and his assistants in the course of a year, to say nothing of plants and seeds. Not only are farm bulletins sent out postage free from Washington, but there are forty-five State experiment stations throughout the country, each

of which is firing off bulletins at the farmers, all passing free through the mails. These bulletins teach just what the farm papersteach. They are very valuable and important and ought to go out freely into every corner of the land, into every rulahome. However, were it not for the farm papers, calling attention to them, few would ever reach the destination, or produce the effect, intended. The facts conproduce the effect, intended. The facts contained therein are copied by the papers, and thus made effective in fulfilling their useful mission. Do you realize that during the last fiscal year there were prepared by the Agricultural Department at Washington, and at the different experiment stations, 6,8 different bulletins, including documents, articles, reports and Year Book, all of which were mailed free of postage, and for which the Post-Office Deof postage, and for which the Post-Office De-partment gets no credit when reckoning up its profit and loss? The Year Book alone, if paid at book rates, would cost twenty-eight cents per copy. A weekly farm paper goes out 52 times a year; a monthly, 12 times a year; these bulletins and other documents go forth on an

average of 2 every working day.
Congress thinks well enough of this sort of literature not only to originate it and print it at great expense, but to deliver it free of postage to any one who asks for it, and the farm press is constantly urging farmers to have it sent them, though it comes in direct competition with them.

The Government is competing with private enterprise in this matter every day in the year. No finer example of magnanimity and public spirit is displayed anywhere than in the attitude of the farm press towards Government farm

bulletins.

Few publishers complain that it is unjust for the Government to thus enter their field and supply farmers with literature advantageous to their calling, sent postage free, in rivalry with their own business, but they aid the Govern-ment all they can to spread the knowledge con-tained in the bulletins far and wide over the country.

Country.

They do not even object to the requirement that they themselves pay postage while the bulletins go free, but they do object to the charge so persistently made that the postal deficit is due to the liberality shown them in postal privileges. They do object that these privileges are called "subsidies," and that they are constantly charged, by high Government officials, with abusing their privileges, and roining on the bounty of the Government. They ing on the bounty of the Government. They are tired of being used as a stalking horse to cover the sins of others, and to have the finger of scorn pointed at them from year's end to year's end. They are weary and want a little

Another thing, in the year 1899, there was a weighing of all mail matter, in order to determine the rate of pay for railroad transportation, This weighing lasted about a month, and ac-cording to the Hon. James T. Lloyd, in his speech in Congress on April 11th, the result was that it was found that more than half of the was that it was found that its mail matter consisted of equipment; that is, mail bags, cord fasteners, locks and keys, and such things, and also that only 40 per cent of mail matter paid any postage at all. It is not I who am saying this, for I take it from Mr. Lloyd's speech which was not answered at the time, nor since that I know of. Mr. Lloyd also said that there were then in service 1,600,000 mail sacks and pouches, and if these were distributed each day, and all of them were used, and the same amount placed in each, there would be less than two pounds of mail in each. This statement seems incredible, but if measurably true, it shows a strange condition of affairs.

Now then, of the 610,000,000 pounds of mail matter referred to in the circular of one-cent letter postage advocates, something like half was equipment of some kind, and so there could not have been the enormous amount of second-class matter that would create a loss to the Government of \$95,000,000 in one year; oh, no. Part of that deficit must have come from the railroad charge for the carrying of empties, and empties would have been carried, and empties would nave been carried, at least weighed, and charged for, if there were only letters to go. I have never yet heard any postal reformer say that newspaper publishers were responsible in any way for empties, They

have been blamed for full bags, but for empties, never.

Let us examine a little closer the oft repeated charge that publishers are enjoying an annual Government "subsidy" of \$95,000,000. Previous to and during the Civil War, and for a full decade thereafter, a subscriber paid postage on his newspapers to the postmaster, then, beginning about 1875, the publisher paid the postage and charged it in his bill to his subscriber, making a separate item of it; and a few years a separate item or it; and a rew years later, publishers generally assumed the payment of postage. In September, 1878, Orange Judd, the great pioneer in farm journalism, made this announcement: "Beginning with January, the publishers of the American Agriculture of the company culturist (then a monthly) propose hereafter to assume the entire expense

of prepaying postage, amounting to over \$10,000 a year."
The Scientific American was \$3.20 a The Scientific American was \$3.20 a year, the 20 cents being for postage; in 1886, the publishers assumed the responsibility of postage and furnished the paper at \$3 a year, postage paid.

Where, then, is the Government "subsidy," if not in the pockets of the people who read the papers, which includes about everybody?

Insemuel as the postage used to be

Tnasmuch as the postage used to be four times the present rate, and publishers' so-called "subsidy" is put down lishers' so-called "subsidy" is put down at \$95,000,000 a year, it is evident that subscribers, that is, the people themselves, are enjoying a "subsidy" of four times \$95,000,000, or \$380,000,000 a year, of which publishers are paying one quarter. That is, if it be true that publishers are really being subsidized to the extent of \$95,000,000 a

In other words, there is no "subsidy" at all, as claimed by the foolish, but simply that the lawmakers of the greatest Government on earth, have been wise enough to see to it, that the people shall have periodical literature with in easy reach, and with as little exin easy reach, and with as little ex-pense as possible. Publishers are aid-ing the Government by annually paying several million dollars of the (so-

called) subsidy.

called) subsidy.

I do not have to get my ear very close to the ground to hear someone whisper that it is the advertisers that really pay the postage; that in the last analysis it comes out of their pockets. Advertisers are like publishers, good fellows and never shirk; they are all right and try to remember it. If it is right and try to remember it. If it a question of how many motor coroll through this and foreign lands, cars how many private yachts plow the ocean, all will readily admit that not

ocean, all will readily admit that not one publisher enjoys such luxuries to forty advertisers who do.

In Washington a new magazine has had a bornin' called Madden's Magazine. I have been reading it and find it a pretty good magazine. It ought to be entered as second-class matter, but the number before me is not. In their efforts to obtain their share of Government "subsidies," the publishers may have been halted by the Third Assistant Postmaster-General, but surely without cause. The leading article in

the April number is by Henry A Castle, who alludes to the farmer as the Social and Financial Power." "New

Castle says:

"There are, to-day, eleven million farmers in the United States. They directly care for and support fifty million people. Their aggregate wealth is officially estimated at twenty-two billions.

officially estimated at twenty-two billions, and, their annual product is worth six and one-half billions. They are the backbone of the nation.***

"The farm has almost ceased to be a place of drudgery. Invention has made it a manufacturing plant, run by machinery. Farming is a sure business, that attracts the student and the business man. It is becoming more and more a scientific avocation. Botany, chemistry and all the sciences are being applied to its operations.**

"The agricultural experiments of the United States have added more to the wealth of the nation in ten years than

United States have added more to the wealth of the nation in ten years than they would cost the Government in two hundred years. They have sifted theories and tested practice. They are digging up new knowledge to lessen labor and increase profits. They are giving the agricultural colleges a definite science to teach. They are reaching out the arms of modern science and art to every farm home, teaching the farmer business methods, destroying his insect enemies, showing him the character and capacity of his soil, and stirring in him a consciousness of the latent power of his own mind.***

"The stations have developed and distrib-uted new varieties of grain, stimulated the production of new and profitable plants, solved many problems of feeding, developed new hany problems of teeting, the everoped new knowledge in irrigation, improved the charac-ter and increased the yield of butter and cheese, stopped the sale of millions of dollars' worth of fraudulent fertilizers, brought out a new cheap and accurate measure of the value of milk, perfected and popularized the silo, and brought the farmers' attention sharply and intelligently to the great primary question of the retention and increase of soil fertility.***

"The farmers of the current era are not the

groaning pessimists of a decade ago. They are aggressive and progressive empire-builders, they are investors; they are students. They now farm with their brains, as well as with their brawn. They have paid off their mort-gages. They are surrounding themselves with the good things, the creature comforts and many of the luxuries of life. They are remod eling and rebuilding their residences, their eling and rebuilding their residences, their stabling and their fencing. They are installing telephones, hot water plants and modern machinery of all descriptions. They are utilizing electric motors, and giving their sons and daughters college educations. They are building good roads, enjoying a free mail delivery and a network of interurban trolley lines. In thousand ways they have advanced their

standard of living as compared with that of the preceding generation."

Mr. Castle is right, of course, and you and I know it; but let it not be forgotten that this marvelously rapid development of farming interests set in about two decades ago, and that it was about that time, largely through the in-atrumentality of the agricultural press, that the Department of Agriculture was instituted and the State experiment stations established. It may seem to some a strange coincidence, but it is plain enough to you and me.

Another coincidence, that may seem

strange to some, is that it was about the same time that Congress, in its wise forethought, adopted a-cent-a-pound rate Mr. forethought, adopted a considerals.

for newspapers and periodicals.

llion Do Mr. Castle and Madden's Maga
would have been pos-

zine suppose it would have been possible to have given their readers such an eloquent and glowing account of the wonderful development of agricult. the wonderful development of agriculture and prosperity of the farmer under the old regime, before agriculture was given a cabinet office, before the day of experiment stations and the tremendous development of the farm press, so greatly stimulated by the low rate of postage? Of course, it would and did take about a decade for the full effects of these reforms to be felt, and a decade before they could be recognized by Mr. Castle and others.

I do not claim too much for the farm

I do not claim too much for the farm press. Publishers are not responsible for all the good things that have come upon the farm and upon the country, but they have done a part, and a great and honorable part, in making the out they have done a part, and a g and honorable part, in making farmer, as Mr. Castle calls him, "New Social and Financial Pow and if the one-cent-letter-postage and it the one-cent-ietter-postage auvocates do not give them credit, they
will give themselves credit. And who
shall say they do not deserve it?
Some folks do not seem to be able
to comprehend the reason that induced

Congress to adopt a lower rate of post. age on newspapers and periodicals than upon any other class of mail matter. The reasons were well stated by the Hon. John A. Moon, in a speech in the House, on April 5th thus:

the House, on April 5th thus:
"The Government early adopted the
wise policy of fixing a low rate of
postage on second-class matter. Looking after the general welfare and in-terest of the United States, we cannot repudiate this early policy of the Government at this time and attempt to make this character of mail matter self-sustaining. The purpose was to give the literature of the country to the people; the purpose and intention of the Government in fixing that low rate was to encourage rate was to encourage learning and letters and let the people understand all that a great people ought to know that could come through those channels, to educate them to the high standard of citizenship. There has been perhaps learning and of citizenship. There has been perhaps no benefit that has ever accrued to the people of any Government on earth as great as that benefit that has been immediately and directly derived from the concession of the Government in carrying newspapers and magazines and matter of general literature and information."

The Hon. James T. Lloyd took the same reasonable view in an eloquent speech delivered on April 11th. He said:

said:
"The greatest civilizing agencies in America, in my judgment, are sent as second-class matter. The grandeur and greatness of this Republic sprang into existence as the Joshua that commanded the sun and moon to stand still, as expressed by Benjamin Franklin. The independence and intelligence of its citizenship has been its crowning virtue. If its provess depended on great navies If its prowess depended on great navies

and frowning fortresses, it would stand fifth in the race for preferment. It marshaled hosts and standing armies were the measure of its greatness, then, it would sink into insign, ficance compared with the nations of the world. If ancestral blood and pampered aristocracy are to be the criterion which determine recognition, then Americans must stand aside and allow the royal pageants to pass. But if individual worth and respectability are determining factors, then our Government stands at the head of the column of achievement. This Government is what it is largely because of the public press and the cross-road schoolhouse. In my judgment, no expenditure means so much in its relation to the home and schoolhouse; none has added more to the sum of individual knowledge, and no step backward should be taken in thus contributing to the intelligence and enlightenment of the people."

And the Hon. William Richardson, addressing the House on April 10th, said:

"The purpose of the Government is to aid and educate the people, to disseminate valuable and useful literature, to send papers, books and everything that will elevate the moral standard of the people and foster a better citizenship and give them the opportunity to become acquainted with public matters, and teach them and inspire them with religious feelings and other lofty sentiments, which they acquire through newspapers, tracts, and other publications and periodicals, and to do this in the cheapest and most expeditious manner to them. I say here in my place as a representative on this floor that in my judgment the Government cannot exercise its bounty more generously than to put the very lowest postal rate that it can upon newspapers and periodicals."

and periodicals.

Well, what about reform in postal matters? Something like fifteen years after publishers began to relieve subscribers of the burden of paying postage, generously taking that burden upon themselves, Mr. Loud discovered that they were robbing the Government; that they were enjoying a frightful

"subsidy;" that the amenities due to honorable business m.n, they were not worthy of; in fact, that they belonged to the smuggler and moonshiner class, and must be placed and held under suspicion and surveillance.

Now, it is up to Mr. Cortelyou to remove the ban placed upon them by Mr. Loud, and to restore a juster sentiment towards them. And this is the first step, and the most important one, toward postal reform. He will then find that publishers will heartily join him in any fair effort he may make. But the redistribution of postal burdens upon newspapers and periodicals must be fair, and must have common sense for a basis. And if there is to be any change of rate on second-class matter, all publishers must be treated alike. Anything else will not be reform; will not make things better, but worse.

WILMER ATKINSON.

ENGLISH PROPRIETARIES.

At the present time in Great Britain there are no less than 40,000 makers or vendors of patent medicines, and these patent medicines are computed to supply a revenue of £331,000 to the State. The patent medicine dealer reaps his harvest from so-called incur able disease. Consumption cures, cancer cures, epilepsy cures, paralysis cures, make up the large majority of patent medicines.—London Hospital.

A SIXTY-EIGHT page pocket folder, describing day and night tr.ps about the Great Lakes, comes from the Detroit & Cleveland Navigation Company's general offices at Detroit. Besides a map and full description of this company's magnificent steamers, it gives much detailed information about routes, time of sailing, tickets, staterooms, etc.

TEN years from now there will be people explaining the advertising successes developed within the decade just passed by saying "anybody would have succeeded if he had started when they did."—Mahin Messenger.



WHY WILL THIS MAN SWEAR TO DOCTORED CIRCULATION STATEMENTS ALL DAY-AND
THEN PUNISH HIS SON FOR LYING?

WRONG TO BAR AMERICAN MAGAZINES FROM CANADA.

Canada has no magazines that can compare with the great publications of the United States. With a constituency such as Canada can offer it would be impossible to produce and sell for less than fifty cents a magazine that could compare favorably with the American

compare favorably with the American ten cent magazine. Where, then, are we to get our magazines, if we are prevented from buying those of the United States at reasonable prices? Shall we get them from England? The English publications, because of the British postoffice regulations, cannot be imported into Canada and sold at prices that would enable them to supply the want created by this extension of the American publications. at prices that would enable them to supply the want created by this ex-clusion of the American publications. Besides this, the English sixpenny magazines are not of the same char-acter as the ten cent American maga-zine. They are devoted almost enzine. They are devoted almost en-tirely to fiction and sketches that are of interest to those familiar with Europe, but are not generally appre-ciated by the Canadian who was born

on this continent.
The American The American magazines on the other hand, deal with subjects that are of as great importance to the people of Canada as they are to the people of the United States. I seems to be the height of folly, then, to exclude from Canada, as this new postal regulation is designed to exclude, publications that great numbers of Canadians desire, or to compel Canadians to pay absurd prices for reading matter that they want, merely for the enriching of the United States treasury.—Winnipeg Tribune. magazines on Tribune.

TRACING STREET-CAR RESULTS.

TRACING STREET-CAR RESULTS.

A car card displayed in Newark for sixty days in one hundred and fifteen cars brought four hundred and ninety-two replies at a cost of fifteen cents each. A Boston concern found that with the appearance of their street-car cards they had replies at the rate of thirty to fifty per day which fell off to almost nothing on the withdrawal of the cards from the cars. A Pittsburg man used the cars to advertise a second-hand automobile. He received thirty-two inquiries and sold the machine to one of the inquirers for five-sevenths of its original cost.—Booklet from Mc of its original cost.—Booklet from Mc-Kittrick & Dearborn Lowell, Mass.

CALENDARS MUST BE DELIVER-ED ON TIME.

An advertisement on a calendar the cause of a recent lawsuit in Lon-don. The publisher of the calendar sued an advertiser for a bill said to be sued an advertiser for a bill said to be long overdue. The defense was that the calendars were to have been delivered a fortnight before Christmas and in fact did not come to hand until January 15. The court said that the calendars should have been ready at the beginning of the year, and gave judgment for the defendant.—Fourth

A HARD MAN TO CLOSE.

A business man in the downtown district has a device in his office which makes it a pleasure to have an advertising solicitor call on him. The device consists of a small but strong steel wire, one end of which is fastened to a leg of an office chair and the other anchored in a corner three feet away. Whenever the life insurance agent or the solicitor or even the book agent Whenever the insurance agent or the solicitor or even the book agent appears, he gets that wired chair. The talk begins, the business man looks interested and the visitor begins to enthuse. He grasps the seat of the chair and begins to move toward you confidentially. That is when the downtown business man gets his fun. The visitor usually makes two or three attown business man gets his fun. The visitor usually makes two or three attempts at a straight pull and a few shifts from side to side to see that the legs aren' caught in the rug before he tumbles. Then it's all off. If he isn't angry the spell has been broken and he doesn't have the heart to begin over again.—New York Sun.

BRILLIANCY in advertising is desirable when it adorns solidity.—Mahin Messenger.

Advertisements.

All advertisements in "Printers' Ink" cost toenty cents a line for each insertion. \$\vertic{\epsilon}\) on a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract publication to the per cent on yearly contract publication to the period thought in advance of first publication. Display type and outs may be used without extra churge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

COLLEGE man, recent graduate, to learn business with high grade firm: first class opportunity for advancement. Write usto-day. HAPGOODS, Suite 511, 309 Broadway, N. Y.

CONCERNING TYPE—A Cyclopedia of Everyday Information for the Non-Printer Advertising Man, get "typewise": 64 pp., 50c. postpnid, ag'te wanted. A. S. CARNELL, 150 Nassau St. N.Y.

F 1RST-CLASS job printer, who can take charge as working foreman. Open shop; 58 hours. Good wages for right man. Address "H. P.," care Printers' ink.

POSITION WANTED—Young man ('24), reads copy, proof: makes up dummy, understands filing: can write readers, book reviews, ex-changes, desires position in any capacity offering opportunities. Address "WILLING," care of Printers' link,

W ANTED—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desire party able to buy an interest and take full charge of the business. For particulars address "L33," care Printers' Ink

EVERY ADVERTISER and mail-order dealer should read the Western Monthly, an advertiser's magazine. Largest circulation of any advertising journal in america. Sample copy free. THE WESTERN MONTHLY, 816 Grand Are., Kansac City, Mo.

A DVERTISING MANAGER, with ten years' A Chicago state street experience, wants position with future possibilities in live town with thorroughly awake firm. Salary for first year, 250 per week. Results assured. Address "MAC," care Frinters' Ink

NEWSPAPER REPORTERS--Bright young men who know what news is and how to write it, sent for booklet No. 7 about positions FKRALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1896), Springfield, Mass.

SALESMEN WANTED and Business Opportunities in every corner of the United States. Read the quainty illustrated Classified rages in EVERTRODY'S MAGAZINE-America's Great Classified Medium-three million readers. Have You Something to Sell Send for "How to Advertise in a Small William Successfully" and CLOSFANY, 31 & 17th St., New York.

YOUNG MEN AND WOMEN

To fability wan seek positions as advirters
and of ability wan seek positions as advirters
and managers should use the classified coladvertisers, published weekly at 10 Spruce St.,
New York. Such advertisements will be inserted
at 30 centar per line, six words to the line. PRRFRRF JNK is the best school for advertisers, and if
reaches every week more employing advertisers
than any other publication in the United States

WANTED—Clerks and others with common school educations only, who wish to quality for ready positions at \$2^{h} a week and over, to write for free copy of any new process. The common common of the common content of the common content of the common of the common content of the common content of the common of t

ADDRESSING MACHINES.

A DDRESSING MACHINES—No type used in the Wallace stepcil agarcssing machine. A card index system of addressing machine. A large step and addressing used by the largest publishers throughout the country. Send for circulars We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 40 Pontiac Bitg., 358 Pearborn St., Dienego. Ill.

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa. Thirteenth year; 20c. agute line.

REACH 1,200 homes in Troy and Central Minmi County, Ohio, by using the RECORD. Only daily. Delivered directly to 800 homes in City alone. Read by women. Rate, 2-7c. line, net.

DIRECTORY OF NOVELTY MANU-FACTURERS.

A GENTS wanted to sell ad novelties, %% com. 3 samples, 10c. J. C. KENYON. Owego, N. Y.

CRYSTAL Paper Weights with your advertise-ment, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO.. St. Louis, Mo.

OU can't shake my faith in Greater San Francisco—can use good "Ad" Novelties. McKIM, The "Ad" Man, 2610 Market Street, San Francisco, Cal.

WRITE for sample and price new combination
Kitchen Hook and Bill File. Keeps your ad before the bousewife and business man. THE WHITKHWAD & HOAG CO., Newark, N. J. Branches in all large cities.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

A UTO-ADDRESSEE, 349 Broadway, N. Y.

MISCELLANEOUS.

HAVE YOU SOMETHING TO SELL! Advertise in a meries's Great Classified Me immeries's Great Classified Me immeries's Macazine-three million remover. Send for "How to Advertise in a Small Way Successfully" and other free booklets, THE RIDGWAY-THAYER COMPANY, SI E. 17th St., New York.

PATENTS.

SHEPHERD & PARKER, Solicitors of Patents and Trade Marks, 508 Dietz Bidg., Washington. D. C lest references from prominent manufactur

ers. Hand book for inventors sent upon request.

PATENTS that PROTECT Our 8 books for Inventors mailed on receip of 6 cts. stamps. R. & A. B. LAUEY Washington. B. C. Estab. 1869.

SUPPLIES.

NOTE HEADINGS of Bond Paper, 5%x8% inches, with envelopes (laid p), 100 for 56c; 250 for \$1.05 500 for \$1.05; 1,000 for \$2.50; 200 for \$1.00. Send for samples MERIT PRESS, Bethlehem, Pa

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the

Special prices to cash buyers.

BERNARD'S Cold Water Paste now used ex-ciusively by publishers, clipping, bureaus, biliposters, cigar makers, trunk factories and all paste users who have tried it. Sample free, BER-NARD'S PASTE DEFT., Tribune Bidg., Chicago.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGE CY. 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

H. W. KASTOR & SONS ADVERTISING COM-PANY, Laclede Building, St. Louis, No.

THE BELAND ADVERTISING AGENCY.
Write for Different Kind Advertising Service.
225 Chestnut Street, Philagelphia.

A LBERT FRANK & CO., 25 Broad Street. N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

NO AMERICAN ADVERTISER can afford to milk and honey of prosperity—a profitable field. Our service is most productive in resulta because framed to meet the greatest number of people who will buy—English and French. Write for particulars. THE DESBARAŢS ADVERTISING AGESUY, Ltd., Suite 60, Sovereign Bank Bidg., Montreal.

PRINTING.

10,000 LETTER Heads Printed for \$10. W. B. HARRIS & SON CO., Catalogue Printers, Ellettsville, Ind.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo. N Y.

FOR SALE OR EXCHANGE.

47 DESIRABLE building lots in South Savan-of truck gardeners; will sell reasonable or ex-change for anything of equal value. CHAS. BERNARD, Tribune Bidg., Chicago.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Par-ticulars on request. U. S. SOUVENIR POST CARD CO., 1140 Proadway, N. Y.

CORRESPONDENTS.

N EWSPAPERS AND TRADE JOURNALS: Very low charke for a bright, interesting Washington letter, issued weekly or mouthly. Write to R. S. WOLFE, Correspondent, No. 120 R, n.w., Washington, D. C.

TO PUBLISHERS.

DUBLISHERS—We should like to file specimens to fall important papers (General and Trade) covering U. S. A. and Canada. T. & T. AGENCY. 4:48 Carter Lane, London, E. C., Eng.

TIN BOXES.

If you have an attractive, handy package you I will seil more goods and get better prices for them. Decorated the boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tim boxes for Cascarets, Huylers. Yaseline, Sanitol. Dr. Charles fleab Food. New-Skin, and, in fact, for most of the "big guns." Rut we pay just as much attention to the "little follows." contains lots of valuable information, and is free. AMCHUCAN STUPPER CUMPANY, 11 Yerona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

COIN MAILER.

1,000 for \$3. 10,000. \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

PAPER.

B BASSETT & SOTPHIN, 45 Beekman St., New York City, Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

HALF-TONES.

NEWSPAPER HALF-TONES 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples, KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square to inches or smaller, delivered prepaid, 75c.; 6 or more, 56c. each, Casa with order. All newspaper screens. Service day and night. Write for circulars. References furnished, Newspaper process-engraver. P. O. Box 816. Philadelphia, Pa

CLASS PUBLICATIONS.



20,000 Buyers of (\$1,025.000,000 annually) Hardware, Housefurnishing Goods, etc. Read every issue of the

Hardware Dealers' Magazine. Write for rates. Speci-men Copy mailed on re-258 Broadway, N. Y.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholessle dealers in jeweiry and kindred lines. 500-page list price illustrated catalogue. (@@) Greatest book of its kind. Published annually. 34th issue now ready; free. S. P. MYERIS CO., 47w. and 49 Maiden Lano, N. Y.

PUBLISHING BUSINESS OPPORTUNI-TIES.

MAIL-ORDER Paper Has 80,000 subscribers, Has original orders, names on stencils; Will include stencil machine, Also perfecting press, 817,000.

Also perfecting press, 817,000.

Will sell without press.

EMERSON P. HARRIS,

Broker in Publishing Property,

253 Broadway, New York.

REAL ESTATE.

REALEYAND OTHER BUSINESS OPPORTUNITIES in every corner of the United States,
Cubs. Mexico and Canada. Read the quaintly
illustrated Classified Pages in EVERTHODY'S
MAGAZIER-America's Great Classified Medium—
three million readers.
Have You Something to Sell I Send for "How
to Advertise in a Small Way Successfully" and
other free booklets. THE RIDGWAY-THAYER
COMPANY, 3I E. 17th St., New York.

MONEY MAILERS.

MONEY MAILERS—\$1.90 per M. Samples free. KING KOIN KARRIER CO., Beverly, Mass.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bidg., Phila.

ADVERTISEMENT CONSTRUCTORS.

DWRITING, catalogue and folder writing a specialty. F. R. LOUGHRIDGE, Box 811. Honesdale, Pa.

A Brainy Business Bringing Me from the Dreezy West introduce them in your "follow-up." and notice increased returns. Address

"follow-up." and notice in-creased returns. Address on your office stationery

FREDERICK WARD inator of Illustrated Letters), 40 Dearborn St., Chicago. (Origin

THE TEST INFALLIBLE.

Actual Advertising is vasily more than a mere bragging match. When a man's mental measure is to be taken, an inch of performance is worth an ell of his promises. I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Silps and Cards, Newspaper, Singasine and Trade Journal Advis., etc., etc., and is end out Samples of these to be measured, and is end out Samples of these to be measured by the control of the control o



OVER 25,000 LOY AL READERS
of the UNITED STATES REAL ENTATE JOURNot have coast and are just simply waiting to buy your farm,
home, busines*, patent, mill,
mine, oil, NEWSPAFEE or other
property at a fair price. STEPHERS SPECIAL SERVICE analyzes,
prepares and places your deal
before them right. Let's fit this
service to your particular case
service to your particular
subtle power in producing satisfactory results. J. ALLEN STEPHENS,
(inc.), Publisher, Muncie, Ind.

FOR SALE.

FOR SALE-Pierceton RECORD, Pierceton, Ind.; population, 1,000: circulation, 1,000. Causedeath of editor.

A DVERTISING Wagon and Harness, cost \$500; used but little; fine for medicine business. For rale at a bargain. CHAS. BERNARD, Tribune Bidg., Chicago.

FOR SALE—Complete newspaper and job plant in excellent condition, publishing daily 1.600 circulation, weekly 3.600, in growing city of 12,000 population; doing between \$2.500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write C. A. McCOY, Lake Charles, La

NEWSPAPER PRESSES FOR SALE.

3 Goss 3-Deck Machines.

2 " 4 and 5-Page Machines.

1 " Clipper Machine.

These presses are being taken out of offices to make room for improved machines of our make, and will be sold at low prices.

Full particular on application will be turnished on application will be turnished.

R. Hole & CO.,

504-530 Grand St., New York.

ILLUSTRATORS AND ILLUSTRATIONS

A DVERTISING Cuts for Retailers; good; cheap. HARPER ILLUS, SYNDICATE, Columbus, O.

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and samples sent on request. STANDARD ENGRAVING, CO., New York.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Nob., for copyright lodge cut catalogue. We print catalogues, bookiets. circulars. adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 518 Main St. Checimat. O.

141

BOOKS.

Successful Advertising.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of Two Dollars. Address

Printers' Ink Publishing Co., 10 Spruce St., New York

TYPEWRITING.

MULTIGRAPH TYPEWRITING.

Fee this work and get our prices before ordering imitation typewritten letters. ROGERS CO., 507-512 Wetherbee Bldg.. Detroit, Mich.

COIN CARDS.

PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

Within the Past Trade Mark
Year We
Have Supplied Registered
THE GOVERNMENT
PRINTING OFFICE
At WASHINGTON, D. C., WITH OVER

100,000

POUNDS OF

MONOTYPE METAL
WITHOUT A SINGLE COMPLAINT.

Has a record like this ever been surpassed in the manufacture of Printers' Metals ! We make a specialty of the manufacture of Metals for Printers—Monotype. Linotype, Stereotype, Electrotype, Autoplate, Compositype.

MERCHANT & EVANS CO.

MERCHANT & CO., Inc.

SMELTERS, REFINERS, PHILADELPHIA.

New York Chicago

Brooklyn Kansas City

Baltimore Denver

CANNOT LOSE ME

OFFICE OF THE WEEKLY CALENDAR, GERMANTOWN, PHILADELPHIA, PA.

PRINTERS INK JONSON, New York, N. Y. July 2, 1906.

Dear Sir: Yours of June 28th received and we regret not being able to answer it before this. The ink which you sold us has been the most satisfactory for the particular work for which we wanted it that we have ever used. Thanking you for your inquiry, which truly shows an interest in your customers' welfare, we are

Yours very truly, FLEU & BROWN, Publishers,

Every communication that reaches my office, whether it is an order, an inquiry or a kick, is acknowledged immediately, and I can trace many a customer from this little act of business courtesy. Every order that leaves my place is followed up carefully by letter, so that if the purchaser is in any way dissatisfied with his bargain, and somewhat bashful about informing me, my system wakes him up to his duty of asking for the return of his money.

Send for my Sample Book and Price List. Address

PRINTERS INK JONSON

17 SPRUCE STREET, NEW YORK.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE.

The advertisement marked No. r presents a few cold facts about the Lightning Freezer, and they are printed on a cake of ice in order to emphasize their low The result is a temperature. frost. The moral is that it is invariably unwise to make an advertisement hard to read. Number 2 is submitted as a substitute. possessing obvious advantages in



Nº 1

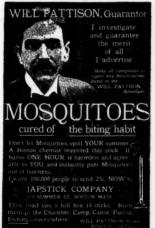
clearness, force and printing quality.

The gentleman whose face shines out from the dark midnight of this mosquito dark midnight of this mosquito adertisement is presumably Mr. Pattison, who personally guarantees the mosquitoes—or rather a preventive of their ruling and highly obnoxious passion for puncturing the human skin. One of the peculiarities of this advertisement is that almost half the space is devoted to Mr. Pattison, advertiser and



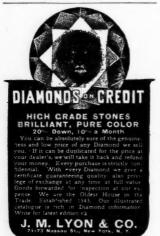
Nº 2

guarantor, who stands behind the article advertised, and wishes that fact distinctly understood. It may



be that this is a good idea and door nail is lively and sprightly that we have arrived at a time in comparison with it. when 50 per cent of advertising space may appropriately be devoted to the advertising man re- reproduced herewith was planned sponsible for the publicity, but in and laid out in an excellent manany event it will be a wise move ner. We have the man, the fish, for Mr. Pattison to print his an- the water and the entire rod and nouncements in black ink on line, so arranged in the space as white paper, if he expects any- to show adequately, and at the body to read them.

vertisement which is hardly commendable, to say the least. It is very hard to read, but there seems to be a large class of advertisers which delights in making the perusal of its announce-



ments as difficult as possible. Aside from this fact, however, the heavy black below and behind the diamond makes the stone seem dead and flat. The faint likeness to a lion's head which appears in the center of the stone is hardly good judgment, but the stone itself might, in its present condition and surroundings, well be taken for a grindstone with some fancy design on its edge. A diamond advertisement, to be affective, must have light and sparkle and glitter. There is certainly nothing of the kind in this particular ad—the traditional · stone itself might, in its present

The fishing rod advertisement same time leave plenty of room for type. This is not an easy Here is a Lyon diamond ad- thing to do, and in this case it



is surely well done-insofar as the layout itself is concerned. weakness and flatness of the drawing come very near spoiling what would otherwise have been a most excellent advertisement. There is no contrast in it and no life in it. Even the fish seems to be a dead one. proper treatment this would have been easily one of the best advertisements in the current magazines.

WORKS OVERTIME,

An ad in a trade journal will do

READY-MADE ADVERTISEMENTS.

Readers of Printers' like are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

M. L. APPLEGATE & Co.,

Successors to Oakland Branch Pacific Refining & Roofing Co. 427 Fifteenth St.,

OAKLAND, Cal.

Editor Ready Made Department:

Inclosed are two sheets taken from the Sacramento Union, upon which are two marked ads gotten out by our

Sacramento agent.

Would be glad if you could find space in your department for a criti-

cism of same.

These ads are part of a series which nese aus are part of a series which have been appearing three times a week.

"Plastic Slate" is what we call the "paint for everything." but in this case it is being advertised as a roof paint. Am also inclosing a copy of the book mentioned in the ads.

The writer is a constant and enthus.

The writer is a constant and enthusiastic reader of PRINTERS' INK, but has not so far seen many ads for root not so far seen many ads for ropaint reproduced in your department.

Very truly yours,

W. THEODORE WATSON.

The ads submitted are good, but not as good as they easily might be with such material as the booklet contains. They are well illustrated and the type arrangement is strong, but they don't tell what "plastic slate" is, how it is applied, how it works or how long it lasts. The name sug-gests its nature, but the book goes farther and says that "plastic slate" is a paint that turns to a slate-like substance; that it grows harder and better with age; that it won't crack, or wear off; that ordinarily it will outlive the average man and that it is fireproof. This is the sort of stuff to put into the ads; it's more or less definite and conveys some ideas that do not appear in the ads. But the book seems to slip up in spots, for it starts with a "lasts-for-ever" claim, discounts it farther on by reducing it to a lifetime, and, still farther on, says "You don't have to bother or fuss with that roof for five years." To the casual reader, at least, these 617 J Street,

statements seem to conflict; and while it is perfectly clear that a roof might go to pieces before the paint disentegrated, still those claims do not appear to dovetail very well. In spite of that, I am pretty nearly ready, after reading the booklet, to believe that "plastic paint" will do just about everything claimed for it, and that is a great deal. Here's a sentence from the book that could be transplanted to the newspaper ad to advantage: "Plastic slate seals the whole surface with a weatherproof and indestructible coat-it gives shingles an appearance just like slate-and what's more, two coats make them practically fireproof." The booklet also names and illustrates other uses for this paint and reprints some good letters from users under halftones of the buildings on which the paint was used and to which, presumably, the letters refer. All together, the booklet is quite convincing and well gotten up; and the ads are surely up to, if not a few shades above, the average of their class, as will be seen from the following reprints, which, ot course, lose some of their strength here through absence of the illustrations:

A SHABBY ROOF IS A POOR ROOF.

Right now, while you are figuring on your spring house painting, is the time to have your roof preserved and beau-tified with Plastic Slate for shingles and tin. Sold only in Sacramento by

MACKENZIE, 617 J Street, Sacramento, Cal.

MAYBE YOU HAVE A ROOF that leaks-one that causes you lots of trouble and costs you money to repair. Why not let me tell you how Plastic Slate will stop your roof troubles and Write for our book. at the same time.

MACKENZIE,

Sacramento, Cal.

Good Savings Talk. From the Spokes- | One of the Right Sort, Only It Might man-Review, Spokane, Wash.

Pay Day

is always a month away for the spendthrift.

But the thrifty man's dollar is worth 104 cents if deposited here. You can open a savings account here at 4 per cent interest with one dollar or more.

SPOKANE & EASTE TRUST COMPANY, EASTERN Spokane, Wash.

Another of Those Seductive Hotel Ads Running in the Philadelphia Bulletin.

Strath Haven Inn

Swarthmore, Penna. NOW OPEN.

Mr. Business Man:

Sultry evenings at the hotel in Philadelphia will be hotel in Philadelphia will be unusually uncomfortable this summer. Here's a cheerful proposition: Strath Haven Inn invites you to your family every evening to enjoy with them boating, driving bouling root establishment. loy with them boating, driv-ing, bowling, pool, etc. Less than a half hour's ride to Broad Street Station, Unsurpassed cuisine. Pur-est drinking water in Penn-sylvania, Tennis, Golf.

Write for booklet. Bell Phone.

A Timely Invitation, as It Appeared in the Los Angeles (Cal.) Express.

The Maier Packing Co.

whose present plant is on the mission road outside the city, invites all persons in-terested to visit and inspect its method of killing and

curing meats.

Facilities for reaching the plant will be furnished on application at the office of the company, Nos. 149-153 North Spring Street. All officials and newspaper rep-resentatives are especially invited.

The new plant now in process of erection at the foot of Lyon Street, in the city, will be the most modern and best equipped on the coast. Visit it and see a reinforced concrete building reinforced concrete building in process of erection.

be Interesting to Know Something About the Cost of "The Silver Grill Dinner De Luxe."

> HOTEL SPOKANE. "Ye Sign of Ye Silver Grill,"

There's No Sense

in bothering about a home dinner on Sunday. The Silver Grill Dinner De Luxe is the best in the country at the price, and in addition to all home comforts you have interesting company and the finest orchestral music to

help your digestion.

Take your wife there tonight, and in the old world among surroundings

inn, among surroundings that are uniquely quaint and restful, let her forget the cares of household duties. The Senescu Orchestra is still there and Miss Daisie Thorne's beautiful soprano voice can be heard at the evening concert.

HOTEL SPOKANE, Spokane, Wash,

"Not Expensive" is only a Comparative Term. Who Knows What It Means in an Ad?

A Cool Proposition to All Ye Who Make Your Own Ice Cream.

A genuinely good freezer is half the battle when the problem of making perfect ice cream comes up. You can't choose wrong if you buy from this line:

White Mountain Freezers, Twin Freezers.

Gem Freezers, Twin Freezers (freezes two kinds at a time).

These are the latest and most desirable freezers on the market to-day. They are easy to use, are built for long usage, and are not expensive.

Ice Picks, Ice Chisels, Ice havers and Ice Cream Shavers Dishers are also in our line, We have them in varietyhandy, strong, cheap.

> RICE & MILLER, 28-30 Broad St., Bangor, Me.

ATLANTIC CITY "DAILY PRESS," Daily Press Building. ATLANTIC CITY, N. J.

Editor Ready Made Department:

I am inclosing a few advertisements of wagon building and blacksmithing. Will you kindly advise me through your columns as to whether they are good ads. Very truly yours,

GEORGE RIPLEY, JR., Adv. Mgr.

It is so seldom a blacksmith or a carriage builder advertises, that almost any sort of an ad for those lines might be called good, providing it was not positively repell-I believe that the blacksmith's problem lies more in convincing horse owners of his thorough knowledge of the equine foot than in anything else, and the newspaper opens opportunities along these lines that are available in no other way at a like cost. The horseman who has had experiences with botch blacksmiths will drive farther for skillful work than for a low price, and "know how" is the point to pound on. Both are good ads of their kinds, by comparison with what is being done by others in these lines, and, directly or indirectly, they ought to pay:

HAVE YOUR HORSE SHOD WITH SHOES THAT LAST

and thus save yourself considerable time and expense. We employ none but the best horseshoers, and although our prices are the same for shoeing, yet the work is far superior to others' and means a great saving to you in the long run.

CHAS. W. MATHIS CO., Blacksmiths and Wagon-Builders, Arkansas and Artic Aves.

THE PUSH IS COMING.

Then the heavy rush of hauling, carting, etc., begins in Atlantic City, being the busiest time of the year.

Probably you are still wondering where to go to have your heavy trucks or wagons built—not necessary to go out of the city—that question can be solved right now, and we can solve it are still wondering

for you.

We are the largest and most economical wagon-builders in South Jersey, employing the most experienced and reliable mechanics.

Give us a call or drop us a postal. Our representative will call on you.

CHAS. W. MATHIS CO., Blacksmiths and Wagon-Builders, Arkansas and Artic Aves. An Appetizing Section From a Large Ad in the New York Times.

Virginia Hams and Bacon,

prepared in old with Virginia the famous with the raising of the hogs them selves, which are fed on annuts out selves, which are fed on sweet Virginia peanuts out in the woods. The Hams are carefully spiced and sea-soned according to an old Southern recipe and are laid away for two years in wood ashes.

These fine Hams are a special feature of Loeser Store service. They are to be had in the Basement Table Delicacy Store and are here now in generous supply for the Summer season, when they are particularly delicious for serving at luncheon, teas

and picnics...32½c. a lb.
Virginia Gordon Bacon,
prepared in the same manner as the Hams; comes in strips at 26c. a pound.

FREDERICK LOESER &

COMPANY.

Brooklyn, N. Y.

From "Marse & Co.'s Store News," a Sprightly Little House Organ Published at Taylor, Tex.

Do You Read Advertisements?

Did you ever stop to think what an education the reading of the advertisements is? They tell you the wants and needs of the universe, and they show the new things that are being manufactured and sold. They show you where to buy and where to save money if you are wise enough to investigate the truth of the advertisements.

One reason some stores never advertise is because they haven't the goods and prices, and the truth would hurt if known.

Read our ads and then me and see. You'll find come and see. the goods a little better than we told you. Don't put it off, but do it now.

Bring your Sears-Roebuck catalogue to our store. We can match their prices and outmatch their goods. No express charges to pay when you trade here.

Very Impressive Statement in the Headlines of This One from the (Mass.) Daily Evening Item. Daily Texarkswian, Texarkana. Daily

Ark-Tex.

300,000 Prescriptions Without an Error.

The most perfect double checking system. The most capable pharma-

The best and purest drugs that money can buy. That's all.

SMITH DRUG CO., Texarkana, Ark.-Tex.

Good Idea for a Phonograph Ad. From the Springfield (Mass.) Union.

Lawn Parties

will be more enjoyable with an Edison phonograph for music, All the popular mel-odies and the classics faithfully reproduced.

During the vacation days you'll need the Edison when the rain keeps you in the house. We sell all that goes with the machines.

Records, Horns, Stands, Cabinets, etc.

FLINT & BRICKETT CO., Wholesale and Retail Distributors,

> Opp. Court Square, Springfield, Mass.

Sensibly Said.

If you cannot afford to pay big prices for furniture it is all the more important that what you get should be of good quality and in designs that you will not soon tire of. Costly goods are usually well made, but the medium and low-priced goods that we sell are also well made, and we are par-ticularly careful to select good patterns. Because your pocketbook is restricted is no pocketbook is restricted is no reason why you should not have a well-furnished, comfortable and pretty home. We will gladly figure the cost with you and demonstrate to you how it can be done at a small expenditure. When in doubt buy of When in doubt buy of

HOUSE & HERRMANN, Cor 7th & Eye (I) Sts. N. W. Washington, D. C.

Fresh Halibut . 2 lbs. 25c.

An ideal warm weather food. Freely digested—rests your stomach. Contains lots of phosphorus—gives energy to the brain and vitality to the body. Quickly cooked —easily served. Our large outlet, with extra buying facilities, gives us superior selling advantages. Will you try some to-day?

WILLIAMS BROTHERS,

213-215-217 Union St., Lynn, Mass.

A Convincing Oculist's Talk, from the Albany (N. Y.) Times-Union.

Your Eyes.

Delay is terribly danger-ous when the eyes need at-tention. Every day that eyes which need glasses are forced to work without them is making them just so much worse.

If headaches or anything else lead you to think that you may need glasses, we earnestly urge you not to wait any longer, but to come to our office at once and find out.

A registered physician whose license to practice medicine from the State Board bears the honor mark, the purple seal, and who took his post-graduate course at the famous Manhattan Eye and Ear Hospital, will examine your eyes here.

Only when you get a disinterested, professional examination such as this can you be sure that you will not

you be sure that you will not get glasses unless you need them, and that if glasses are prescribed they will be ex-

actly right.

If you have considerable headache it is probable that headache it is probable that you need glasses. An examination by the registered physician in charge of our office will cost you nothing, and glasses will be prescribed only if you need them. Our policy is to do a great deal of business at a reasonable profit, and thus you are able to get glasses here at exceptionally low cost, often as little as \$1. as little as \$1.

J. A. CAOUETTE & CO., Eyesight Specialists, Twenty-eight North Pearl, Albany, N. Y.